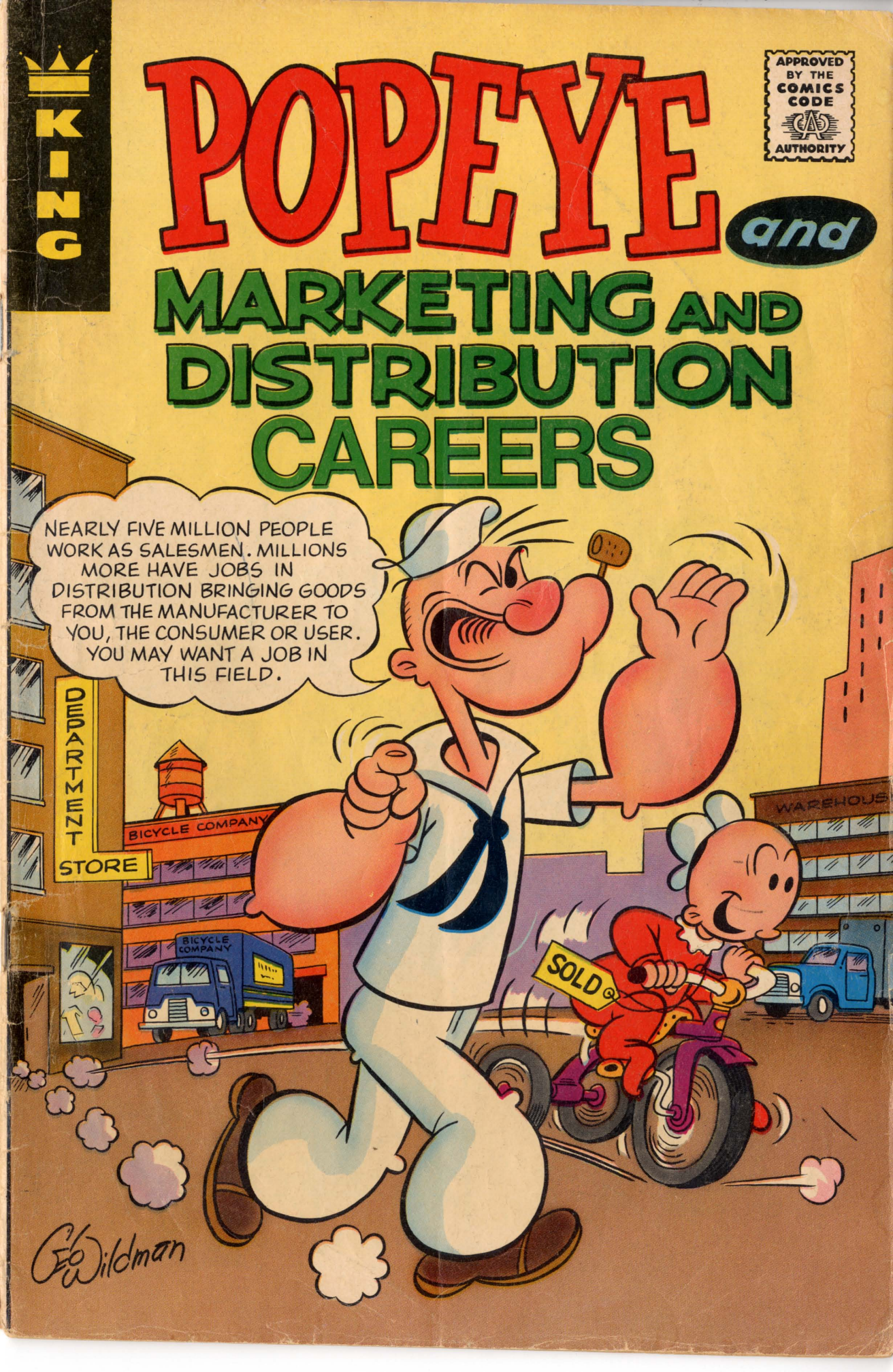
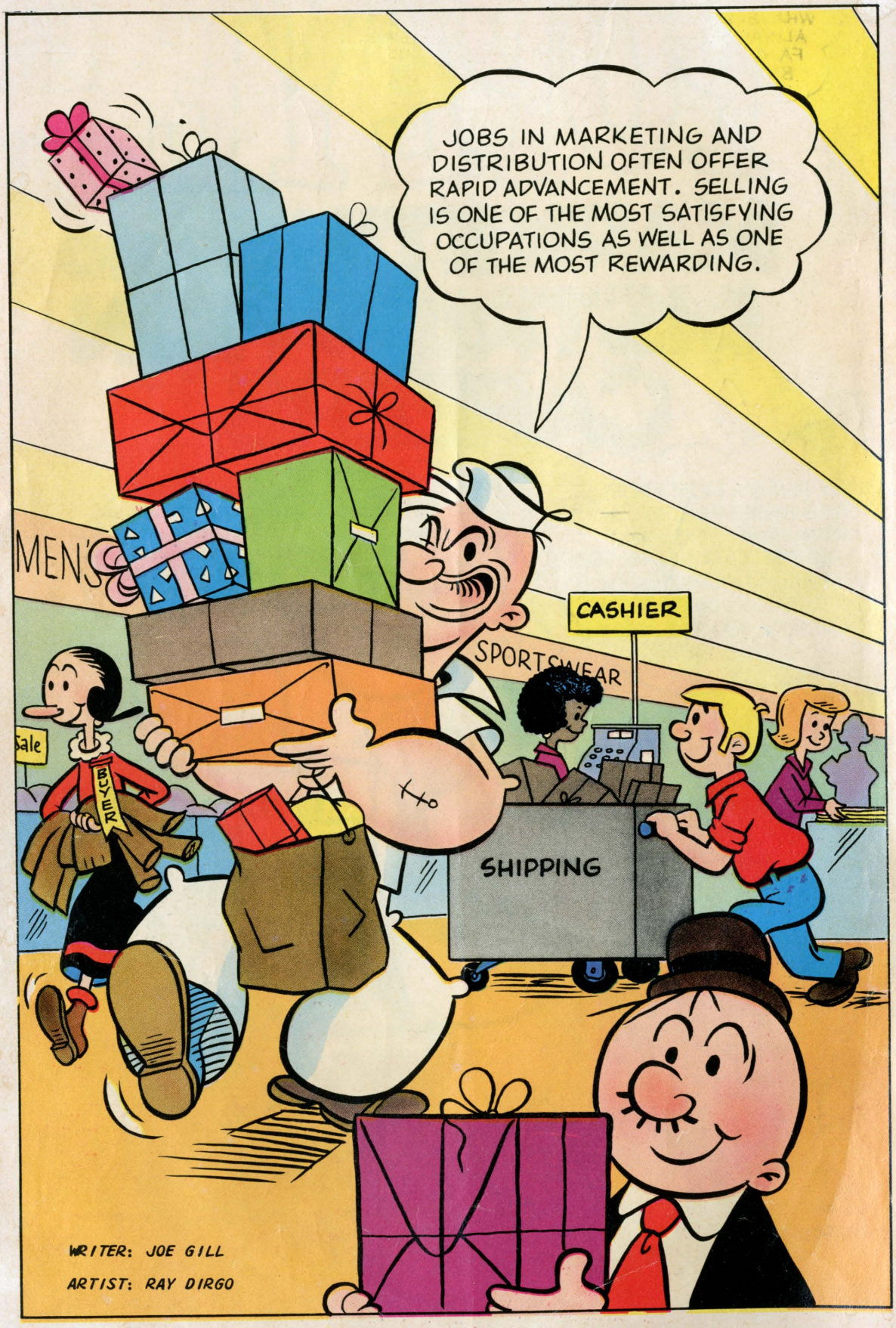
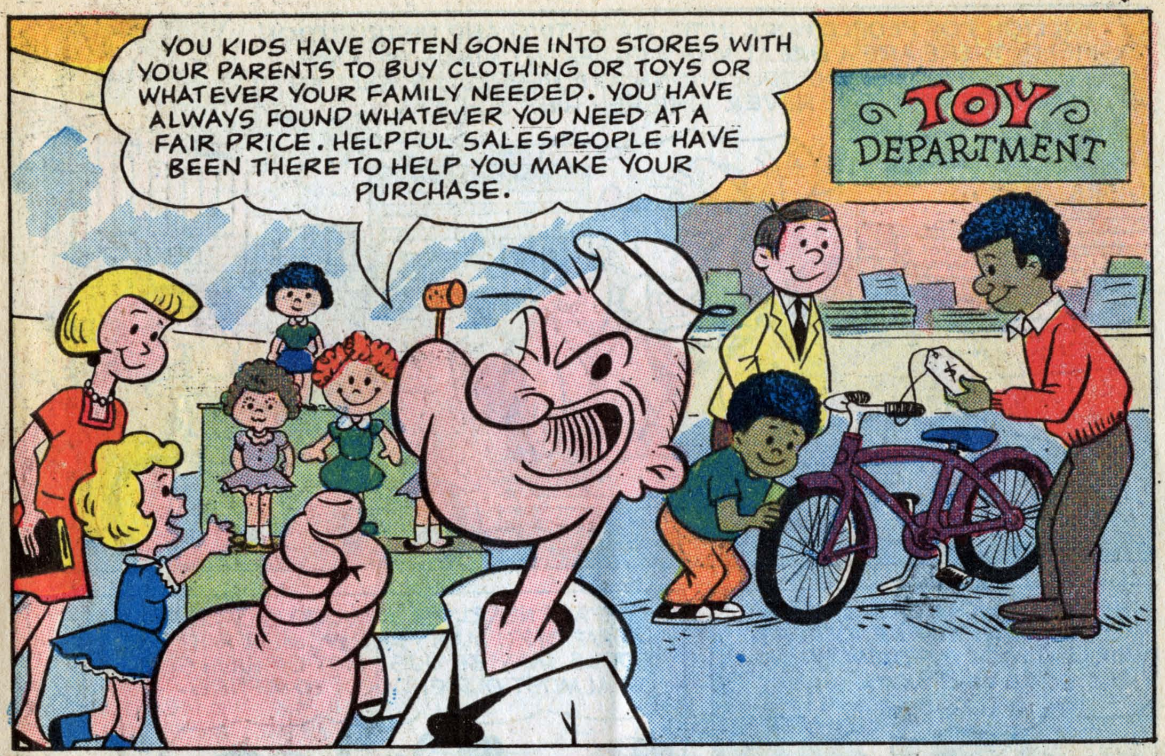
KING

POPEYE and MARKETING AND DISTRIBUTION CAREERS

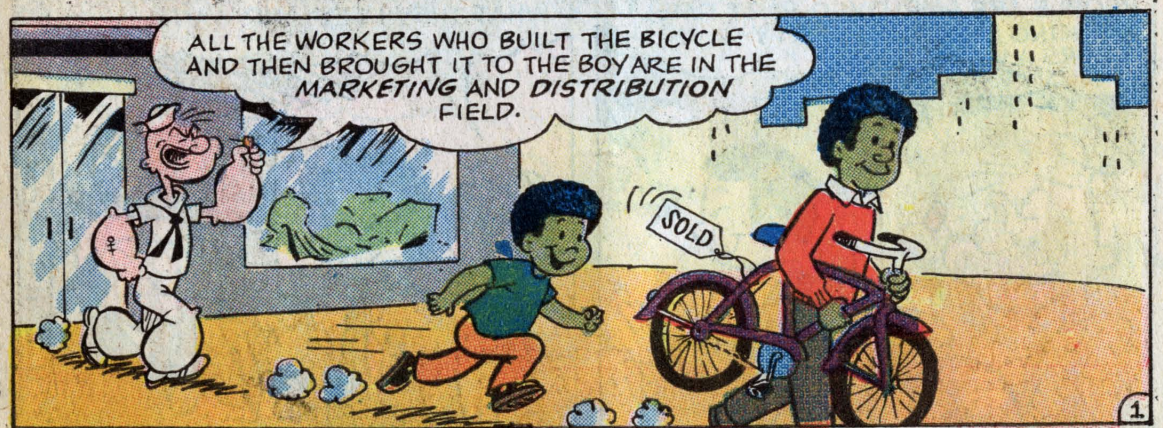
APPROVED BY THE COMICS CODE AUTHORITY


NEARLY FIVE MILLION PEOPLE WORK AS SALESMEN. MILLIONS MORE HAVE JOBS IN DISTRIBUTION BRINGING GOODS FROM THE MANUFACTURER TO YOU, THE CONSUMER OR USER. YOU MAY WANT A JOB IN THIS FIELD.
DEPARTMENT STORE
BICYCLE COMPANY
BICYCLE COMPANY
WAREHOUS
SOLD
G. Wildman


JOBS IN MARKETING AND DISTRIBUTION OFTEN OFFER RAPID ADVANCEMENT. SELLING IS ONE OF THE MOST SATISFYING OCCUPATIONS AS Wwell AS ONE OF THE MOST REWARDING.
MEN'S
CASHIER
SPORTSWEAR
Sale
BUYER
SHIPPING
WRITER: JOE GILL
ARTIST: RAY DIRGO


YOU KIDS HAVE OFTEN GONE INTO STORES WITH YOUR PARENTS TO BUY CLOTHING OR TOYS OR WHATEVER YOUR FAMILY NEEDED. YOU HAVE ALWAYS FOUND WHATEVER YOU NEED AT A FAIR PRICE. HELPFUL SALESPEOPLE HAVE BEEN THERE TO HELP YOU MAKE YOUR PURCHASE.
TOY DEPARTMENT

HAVE YOU EVER WONDERED HOW MANUFACTURED THINGS GET FROM WHERE THEY'RE MADE TO YOU AND YOUR FAMILY ?
GAMES
CURTAINS
HOUSEWARE



POPEYE E-9 MARKETING AND DISTRIBUTION

POPEYE E-9
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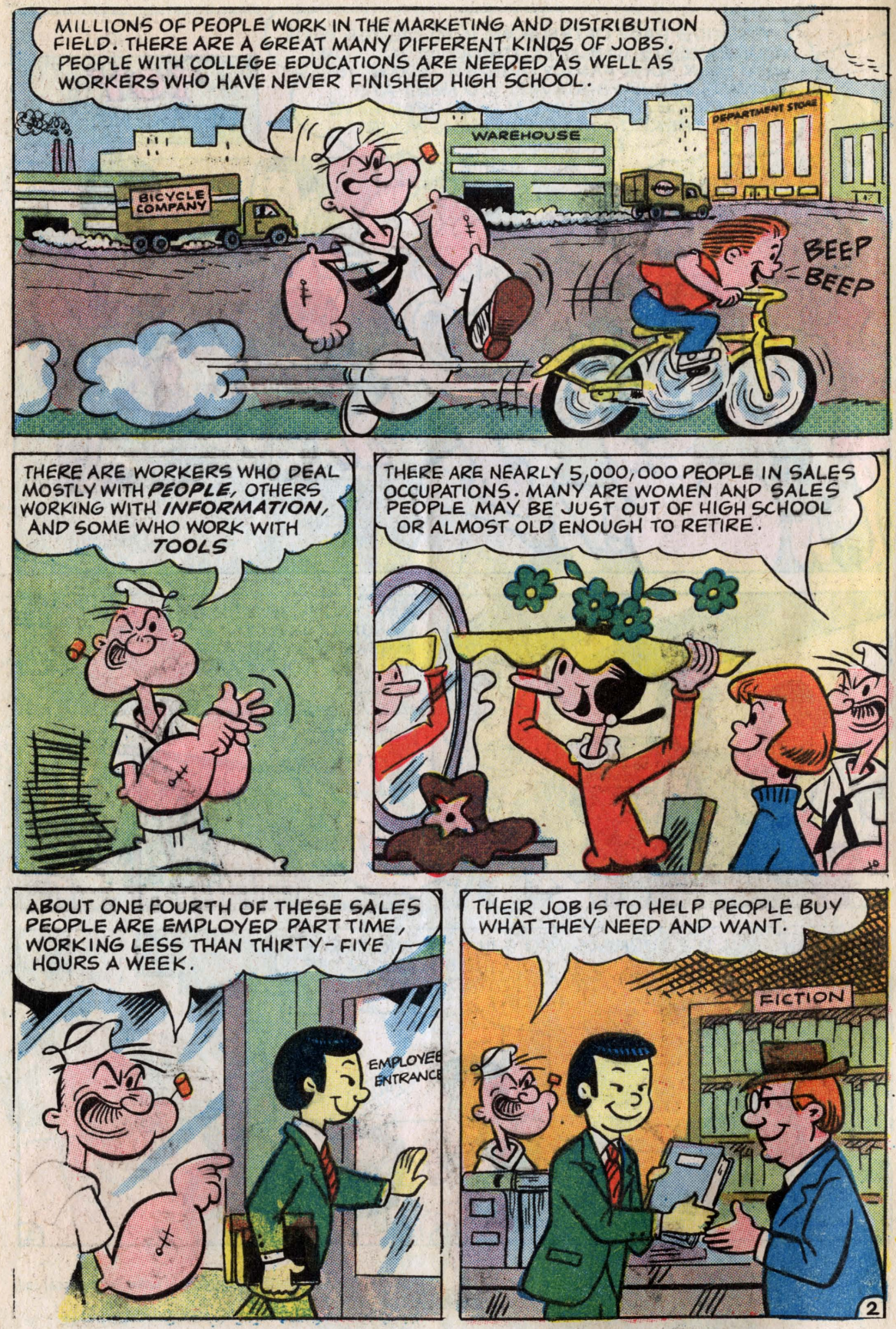
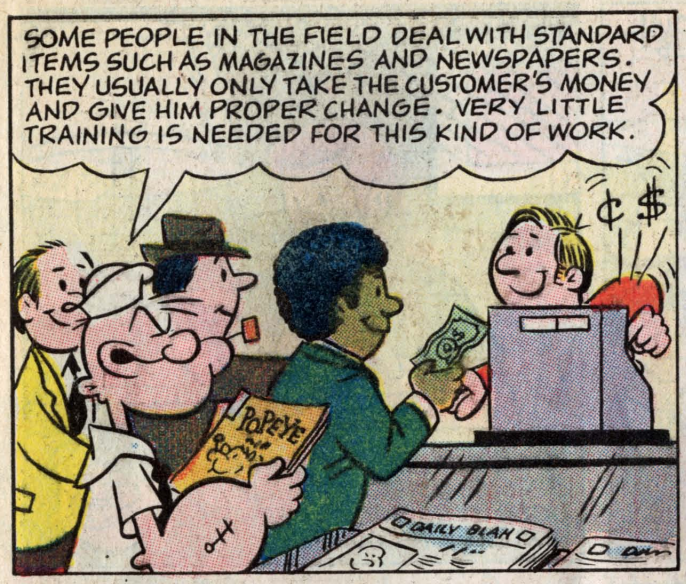
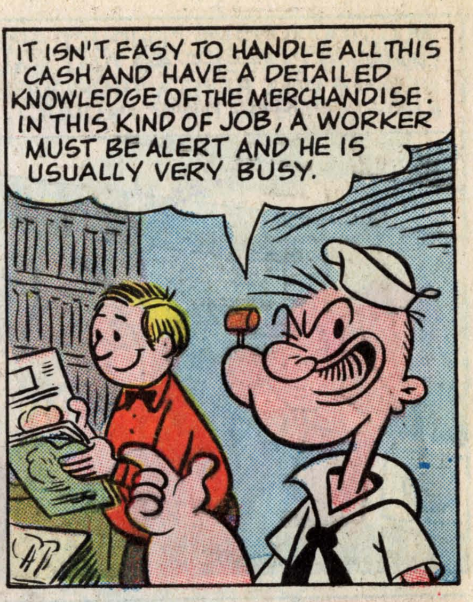
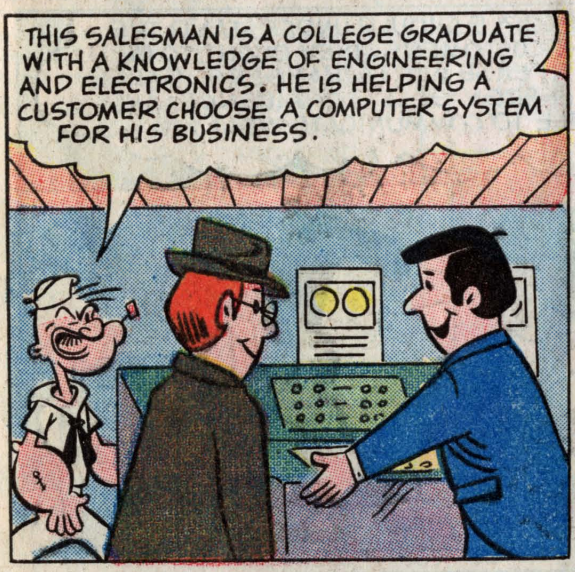
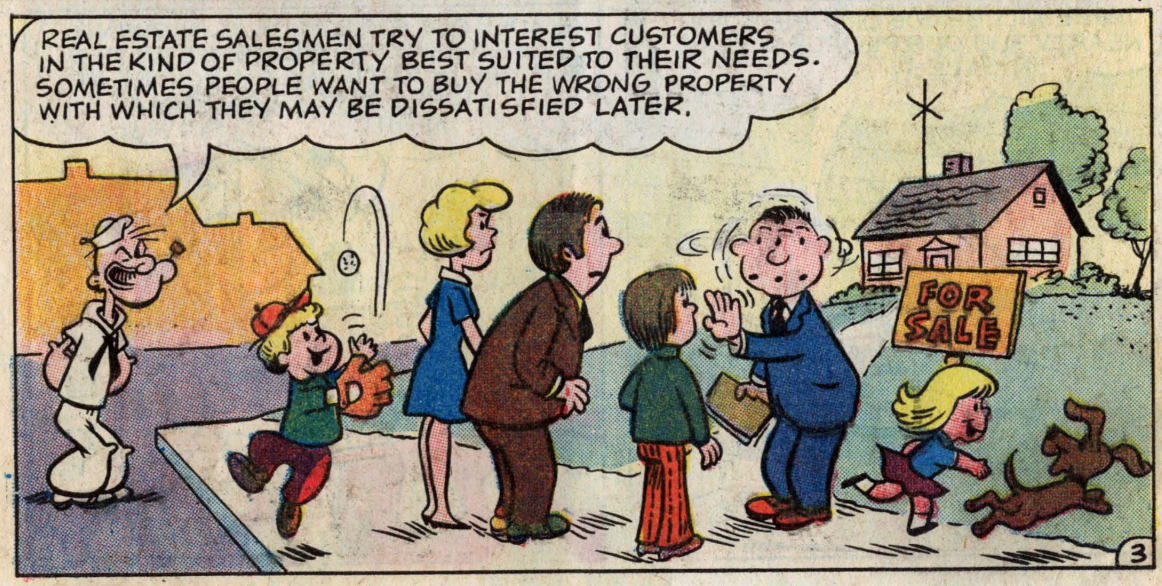

MILLIONS OF PEOPLE WORK IN THE MARKETING AND DISTRIBUTION FIELD. THERE ARE A GREAT MANY DIFFERENT KINDS OF JOBS. PEOPLE WITH COLLEGE EDUCATIONS ARE NEEDED AS WELL AS WORKERS WHO HAVE NEVER FINISHED HIGH SCHOOL.
WAREHOUSE
DEPARTMENT STORE
BICYCLE COMPANY
BEEP BEEP
THERE ARE WORKERS WHO DEAL MOSTLY WITH PEOPLE, OTHERS WORKING WITH INFORMATION, AND SOME WHO WORK WITH TOOLS
THERE ARE NEARLY 5,000,000 PEOPLE IN SALES OCCUPATIONS. MANY ARE WOMEN AND SALES PEOPLE MAY BE JUST OUT OF HIGH SCHOOL OR ALMOST OLD ENOUGH TO RETIRE.
ABOUT ONE FOURTH OF THESE SALES PEOPLE ARE EMPLOYED PART TIME, WORKING LESS THAN THIRTY-FIVE HOURS A WEEK.
EMPLOYEE ENTRANCE
THEIR JOB IS TO HELP PEOPLE BUY WHAT THEY NEED AND WANT.
FICTION
2

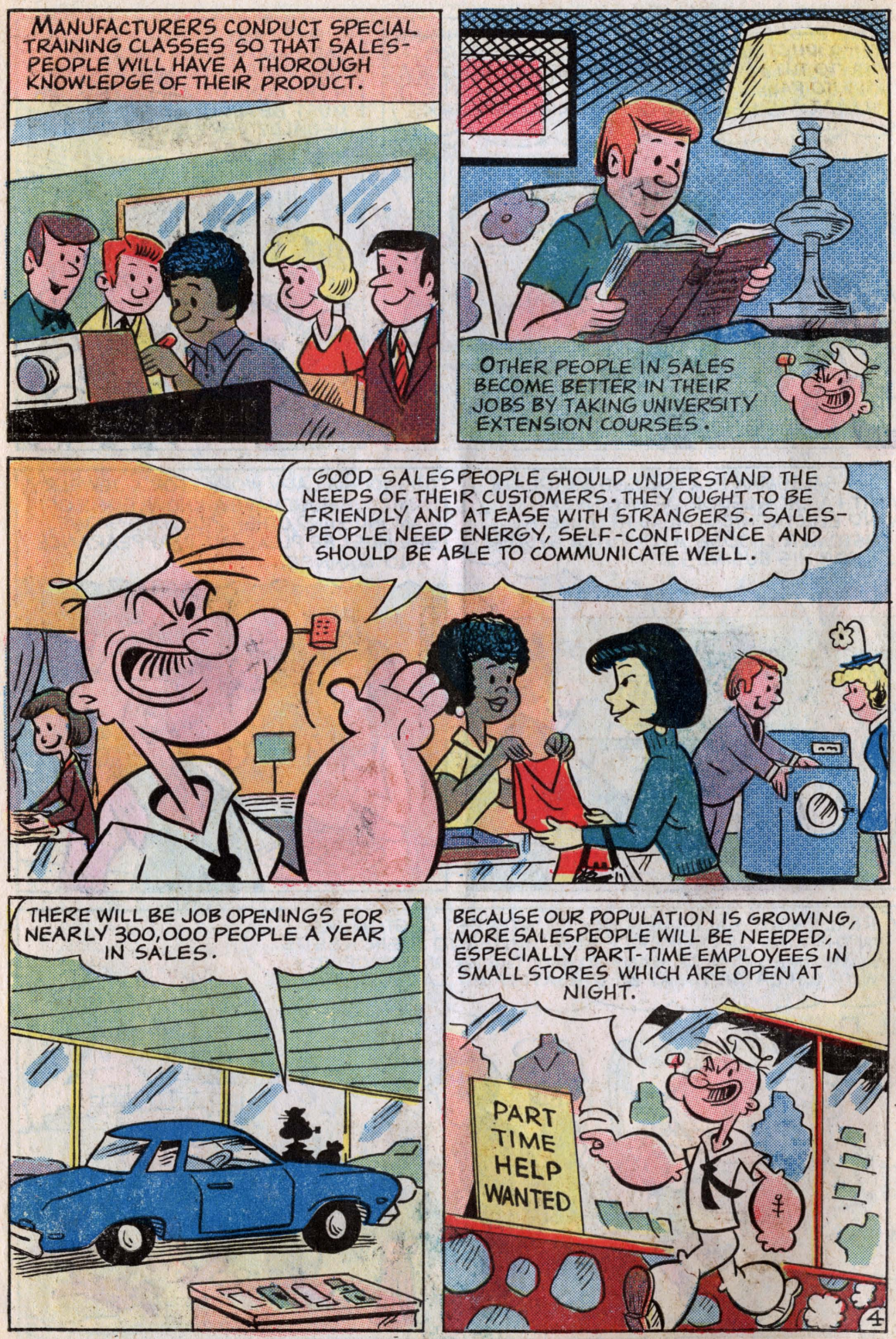

SOME PEOPLE IN THE FIELD DEAL WITH STANDARD ITEMS SUCH AS MAGAZINES AND NEWSPAPERS. THEY USUALLY ONLY TAKE THE CUSTOMER'S MONEY AND GIVE HIM PROPER CHANGE. VERY LITTLE TRAINING IS NEEDED FOR THIS KIND OF WORK.
¢ $
POPEYE
DAILY BLAH

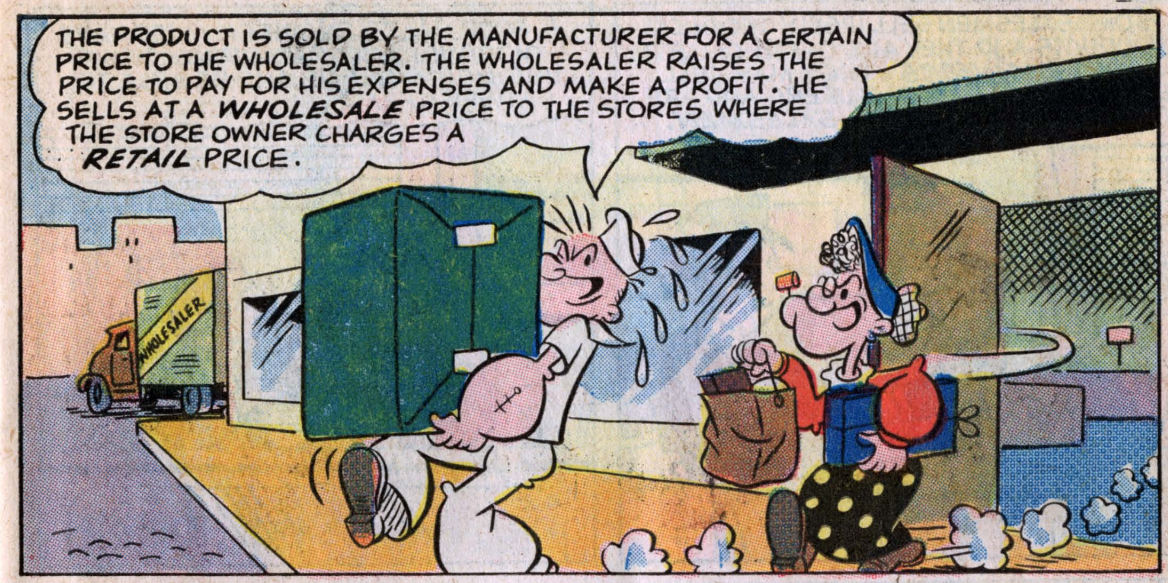

IT ISN'T EASY TO HANDLE ALL THIS CASH AND HAVE A DETAILED KNOWLEDGE OF THE MERCHANDISE. IN THIS KIND OF JOB, A WORKER MUST BE ALERT AND HE IS USUALLY VERY BUSY.

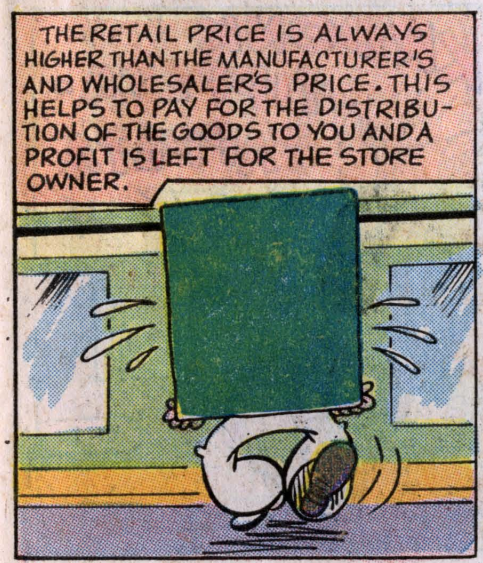

THIS SALESMAN IS A COLLEGE GRADUATE WITH A KNOWLEDGE OF ENGINEERING AND ELECTRONICS. HE IS HELPING A CUSTOMER CHOOSE A COMPUTER SYSTEM FOR HIS BUSINESS.

THIS YOUNG LADY WORKS FOR A JEWELRY FIRM. SHE MUST HAVE A KNOWLEDGE OF DIAMONDS AND OTHER PRECIOUS STONE. SHE MUST BE PLEASANT IN APPEARANCE AND MANNER.

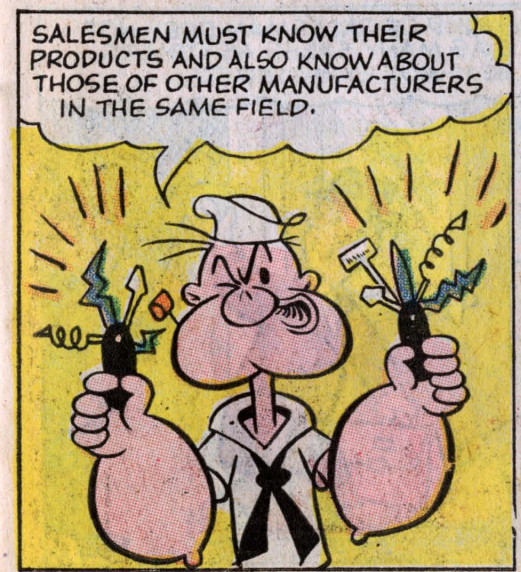

REAL ESTATE SALESMEN TRY TO INTEREST CUSTOMERS IN THE KIND OF PROPERTY BEST SUITED TO THEIR NEEDS. SOMETIMES PEOPLE WANT TO BUY THE WRONG PROPERTY WITH WHICH THEY MAY BE DISSATISFIED LATER.
FOR SALE
3

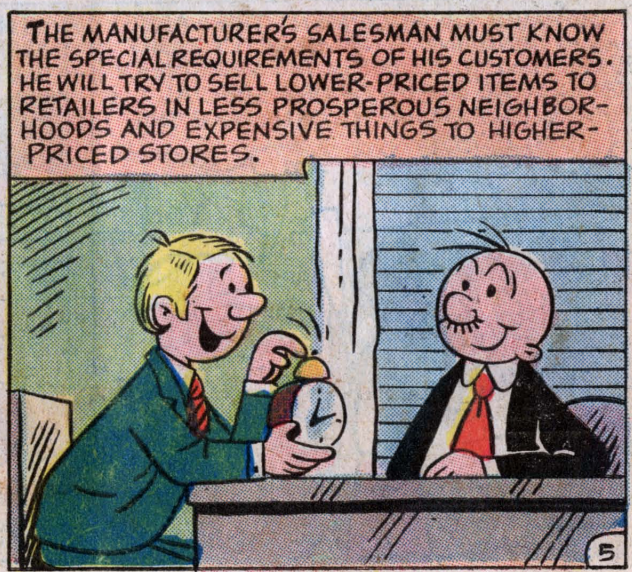

MANUFACTURERS CONDUCT SPECIAL TRAINING CLASSES SO THAT SALESPEOPLE WILL HAVE A THOROUGH KNOWLEDGE OF THEIR PRODUCT.
OTHER PEOPLE IN SALES BECOME BETTER IN THEIR JOBS BY TAKING UNIVERSITY EXTENSION COURSES.
GOOD SALESPEOPLE SHOULD UNDERSTAND THE NEEDS OF THEIR CUSTOMERS. THEY OUGHT TO BE FRIENDLY AND AT EASE WITH STRANGERS. SALESPEOPLE NEED ENERGY, SELF-CONFIDENCE AND SHOULD BE ABLE TO COMMUNICATE WELL.
THERE WILL BE JOB OPENINGS FOR NEARLY 300,000 PEOPLE A YEAR IN SALES.
BECAUSE OUR POPULATION IS GROWING, MORE SALESPEOPLE WILL BE NEEDED, ESPECIALLY PART-TIME EMPLOYEES IN SMALL STORES WHICH ARE OPEN AT NIGHT.
PART TIME HELP WANTED
4

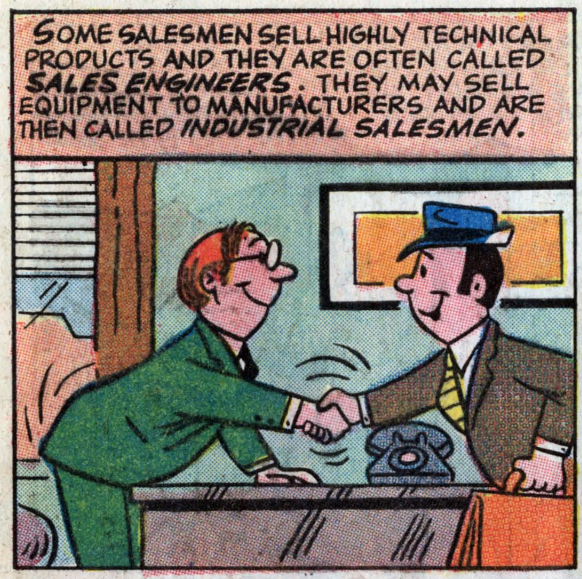

THE PRODUCT IS SOLD BY THE MANUFACTURER FOR A CERTAIN PRICE TO THE WHOLESALER. THE WHOLESALER RAISES THE PRICE TO PAY FOR HIS EXPENSES AND MAKE A PROFIT. HE SELLS AT A WHOLESALE PRICE TO THE STORES WHERE THE STORE OWNER CHARGES A RETAIL PRICE.
WHOLESALER

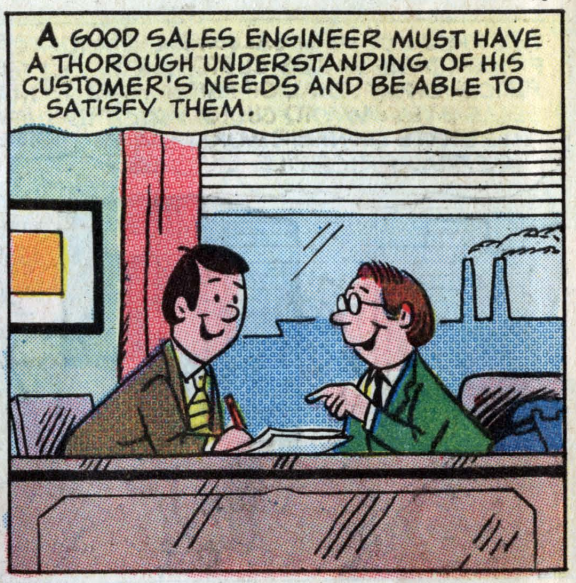

THE RETAIL PRICE IS ALWAYS HIGHER THAN THE MANUFACTURER'S AND WHOLESALER'S PRICE. THIS HELPS TO PAY FOR THE DISTRIBUTION OF THE GOODS TO YOU AND A PROFIT IS LEFT FOR THE STORE OWNER.

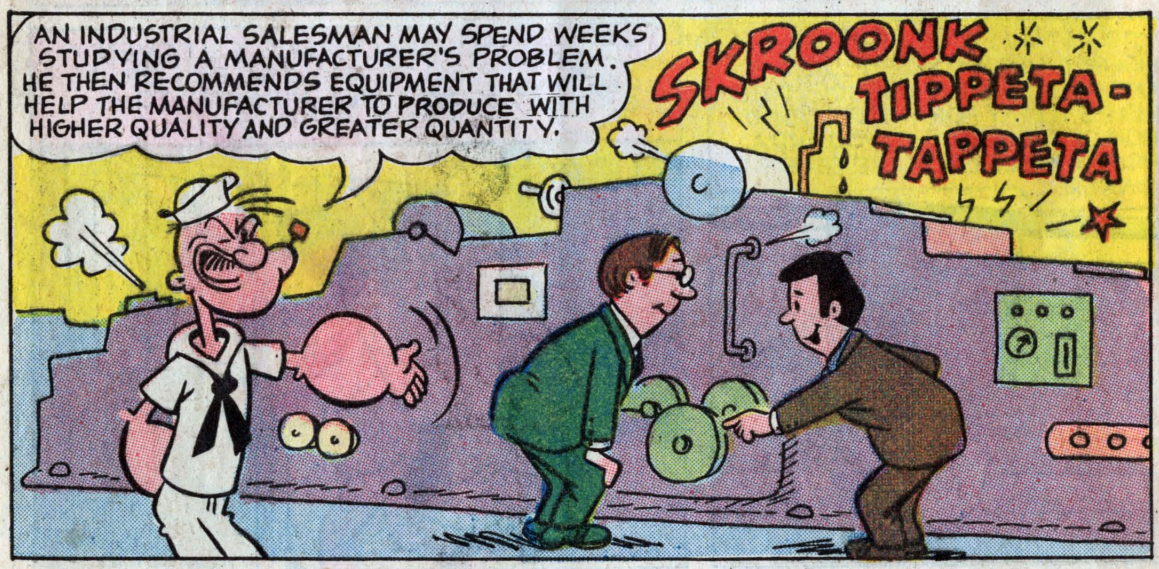
MANUFACTURERS' SALESMEN SELL TO WHOLESALERS OR SOMETIMES DIRECTLY TO RETAIL STORES.
APEX WHOLESALE COMPANY


SALESMEN MUST KNOW THEIR PRODUCTS AND ALSO KNOW ABOUT THOSE OF OTHER MANUFACTURERS IN THE SAME FIELD.


THE MANUFACTURER'S SALESMAN MUST KNOW THE SPECIAL REQUIREMENTS OF HIS CUSTOMERS. HE WILL TRY TO SELL LOWER-PRICED ITEMS TO RETAILERS IN LESS PROSPEROUS NEIGHBORHOODS AND EXPENSIVE THINGS TO HIGHER-PRICED STORES.

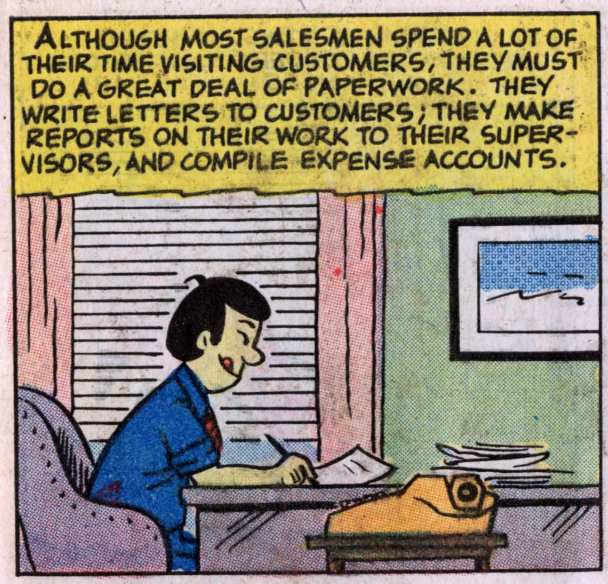

SOME SALESMEN SELL HIGHLY TECHNICAL PRODUCTS AND THEY ARE OFTEN CALLED SALES ENGINEERS. THEY MAY SELL EQUIPMENT TO MANUFACTURERS AND ARE THEN CALLED INDUSTRIAL SALESMEN.


A GOOD SALES ENGINEER MUST HAVE A THOROUGH UNDERSTANDING OF HIS CUSTOMER'S NEEDS AND BE ABLE TO SATISFY THEM.


AN INDUSTRIAL SALESMAN MAY SPEND WEEKS STUDYING A MANUFACTURER'S PROBLEM. HE THEN RECOMMENDS EQUIPMENT THAT WILL HELP THE MANUFACTURER TO PRODUCE WITH HIGHER QUALITY AND GREATER QUANTITY.
SKROONK TIPPETA-TAPPETA

SOMETIMES, THE EQUIPMENT THE SALESMAN IS HANDLING IS NOT EXACTLY RIGHT. HE MAY HAVE TO REDESIGN THE MACHINERY TO SUIT THE NEEDS OF ONE SPECIAL CUSTOMER BEFORE HE CAN MAKE THE SALE.

THIS KIND OF SALESMAN DOES NOT MAKE AS MANY SALES AS OTHERS BUT HE IS NOT EXPECTED TO.


ALTHOUGH MOST SALESMEN SPEND A LOT OF THEIR TIME VISITING CUSTOMERS, THEY MUST DO A GREAT DEAL OF PAPERWORK. THEY WRITE LETTERS TO CUSTOMERS; THEY MAKE REPORTS ON THEIR WORK TO THEIR SUPERVISORS, AND COMPILE EXPENSE ACCOUNTS.

THERE ARE ABOUT 500,000 MANUFACTURERS' SALESMEN WORKING AT PRESENT. SOME COMPANIES PREFER COLLEGE GRADUATES AT THIS LEVEL BECAUSE EMPLOYERS THINK THIS IS HELPFUL WHEN DEALING WITH POTENTIAL CUSTOMERS.

SOME MANUFACTURERS PREFER SALESMEN WITH SPECIFIC TRAINING. A DRUG MANUFACTURER MIGHT WANT HIS REPRESENTATIVE TO HAVE ATTENDED A COLLEGE OF PHARMACY; A CHEMICAL CORPORATION MIGHT WANT A COLLEGE-TRAINED CHEMIST TO REPRESENT IT.
NICHOLS PHARMACY

ALTHOUGH MANY SALESMEN FIND JOBS BY APPLYING DIRECTLY TO SALES OFFICES OR MANUFACTURERS, OTHER JOBS ARE FOUND BY RECRUITERS WHO GO TO VARIOUS COLLEGES TO INTERVIEW STUDENTS WHO WANT TO BECOME SALESMEN.

RECRUITERS SEEK PROSPECTS WHO GET GOOD MARKS, HAVE PLEASANT PERSONALITIES AND GOOD APPEARANCE.

NEARLY 3,000,000 RETAIL SALESPEOPLE ARE EMPLOYED. MORE MEN WORK IN FURNITURE, APPLIANCES, HARDWARE, FARM EQUIPMENT AND AUTOMOBILES BUT MORE WOMEN ARE EMPLOYED IN DEPARTMENT AND GENERAL MERCHANDISE STORES, VARIETY STORES, CLOTHING STORES AND DRUGSTORES.

SALESPEOPLE TRY TO SELL CUSTOMERS THINGS THAT WILL BE USEFUL TO THEM.

CASHIER

WILL THAT BE CASH OR CHARGE, PLEASE?

CHARGE IT. I HAVE A CREDIT CARD.

Perfume

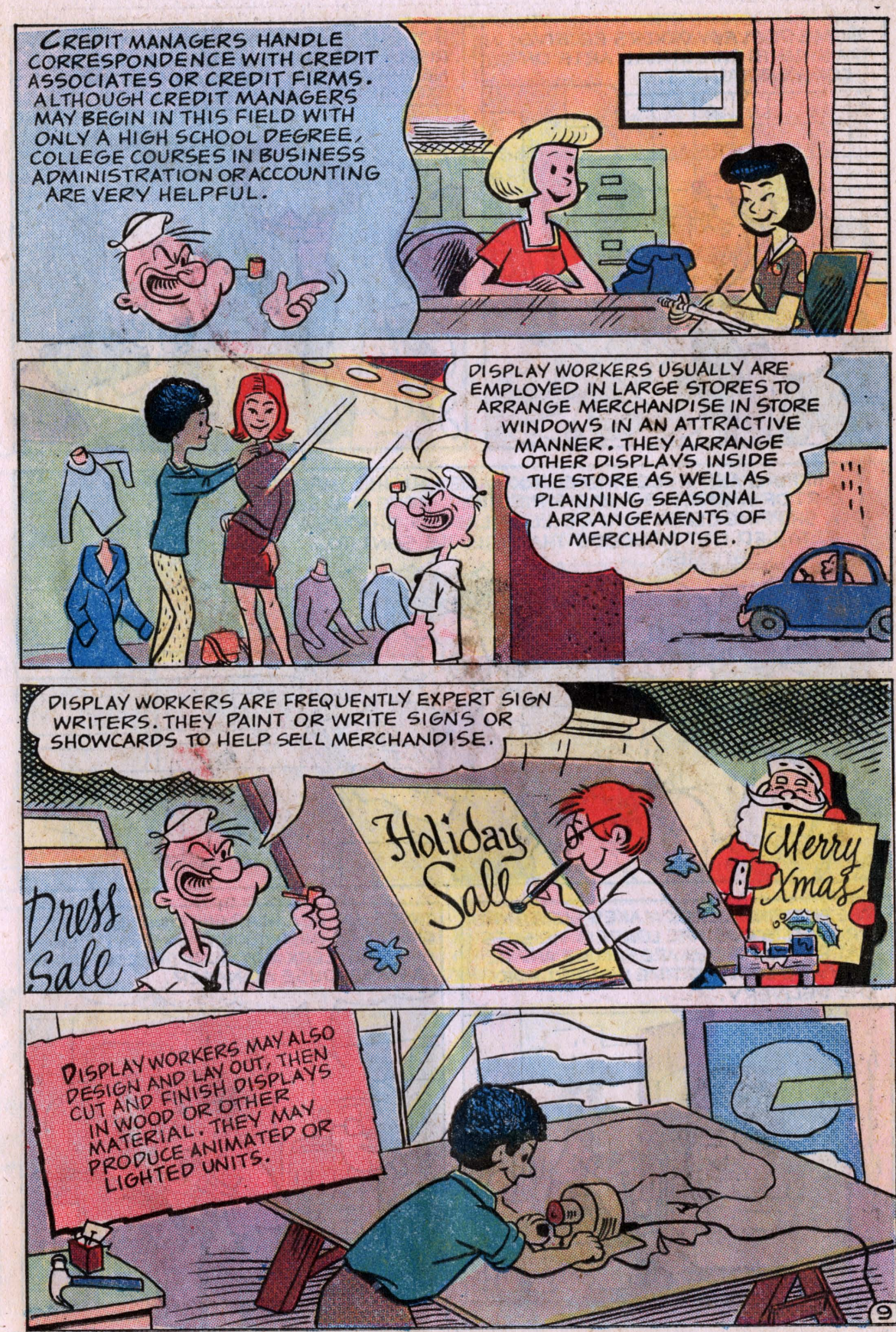
Creme

Powder

A CASHIER IN A STORE REFERS REQUESTS FOR CREDIT TO A CREDIT MANAGER IN THE STORE OR A CENTRAL CREDIT BUREAU. CREDIT ANALYSTS WILL DETERMINE, USUALLY BY COMPUTER, WHETHER OR NOT A CUSTOMER'S CREDIT IS GOOD.

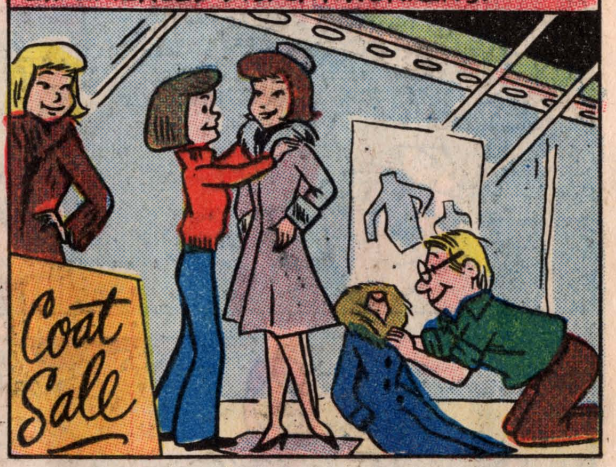
Sale

A CREDIT MANAGER DETERMINES WHICH CUSTOMERS ARE POOR CREDIT RISKS. HE MAILS OUT DELINQUENCY NOTICES WHEN PAYMENTS ARE OVERDUE AND HE ASSISTS COLLECTORS WHO SETTLE OVERDUE ACCOUNTS.

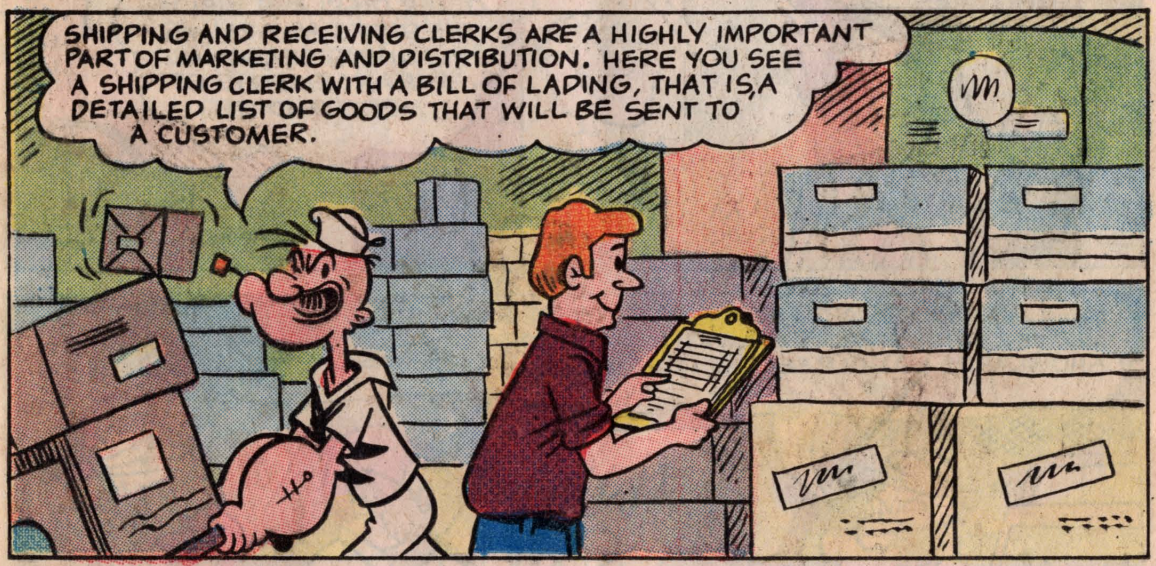

CREDIT MANAGERS HANDLE CORRESPONDENCE WITH CREDIT ASSOCIATES OR CREDIT FIRMS. ALTHOUGH CREDIT MANAGERS MAY BEGIN IN THIS FIELD WITH ONLY A HIGH SCHOOL DEGREE, COLLEGE COURSES IN BUSINESS ADMINISTRATION OR ACCOUNTING ARE VERY HELPFUL.
DISPLAY WORKERS USUALLY ARE EMPLOYED IN LARGE STORES TO ARRANGE MERCHANDISE IN STORE WINDOWS IN AN ATTRACTIVE MANNER. THEY ARRANGE OTHER DISPLAYS INSIDE THE STORE AS WELL AS PLANNING SEASONAL ARRANGEMENTS OF MERCHANDISE.
DISPLAY WORKERS ARE FREQUENTLY EXPERT SIGN WRITERS. THEY PAINT OR WRITE SIGNS OR SHOWCARDS TO HELP SELL MERCHANDISE.
Dress Sale
Holiday Sale
Merry Xmas
DISPLAY WORKERS MAY ALSO DESIGN AND LAY OUT, THEN CUT AND FINISH DISPLAYS IN WOOD OR OTHER MATERIAL. THEY MAY PRODUCE ANIMATED OR LIGHTED UNITS.

SOME DISPLAY WORKERS RECEIVE TRAINING IN INDUSTRIAL ARTS OR COMMERCIAL ART.

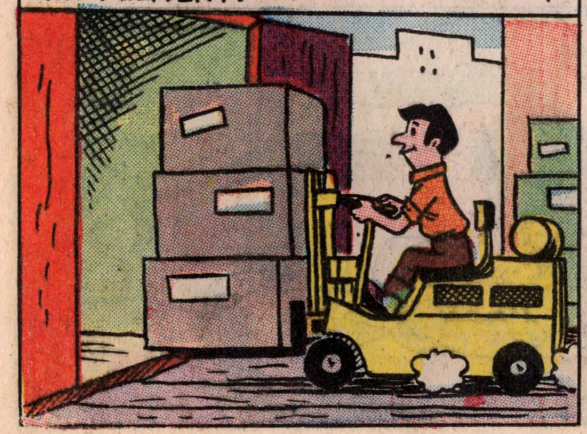
BOTH MEN AND WOMEN ARE EMPLOYED AS DISPLAY WORKERS. SOME ACQUIRE THE NECESSARY SKILLS WHILE ASSISTING EXPERIENCED DISPLAY WORKERS.



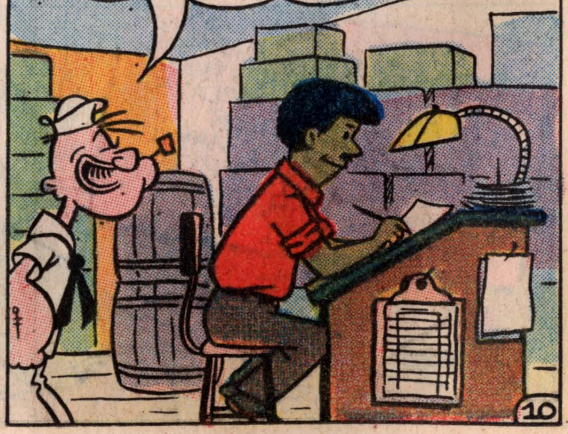
SHIPPING AND RECEIVING CLERKS ARE A HIGHLY IMPORTANT PART OF MARKETING AND DISTRIBUTION. HERE YOU SEE A SHIPPING CLERK WITH A BILL OF LADING, THAT IS, A DETAILED LIST OF GOODS THAT WILL BE SENT TO A CUSTOMER.

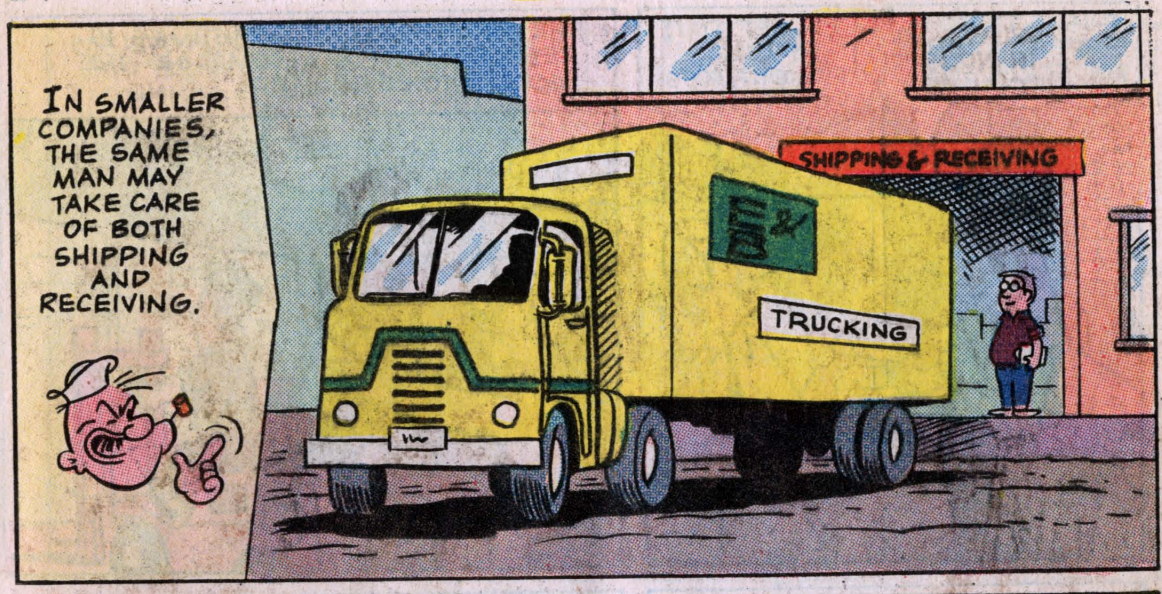


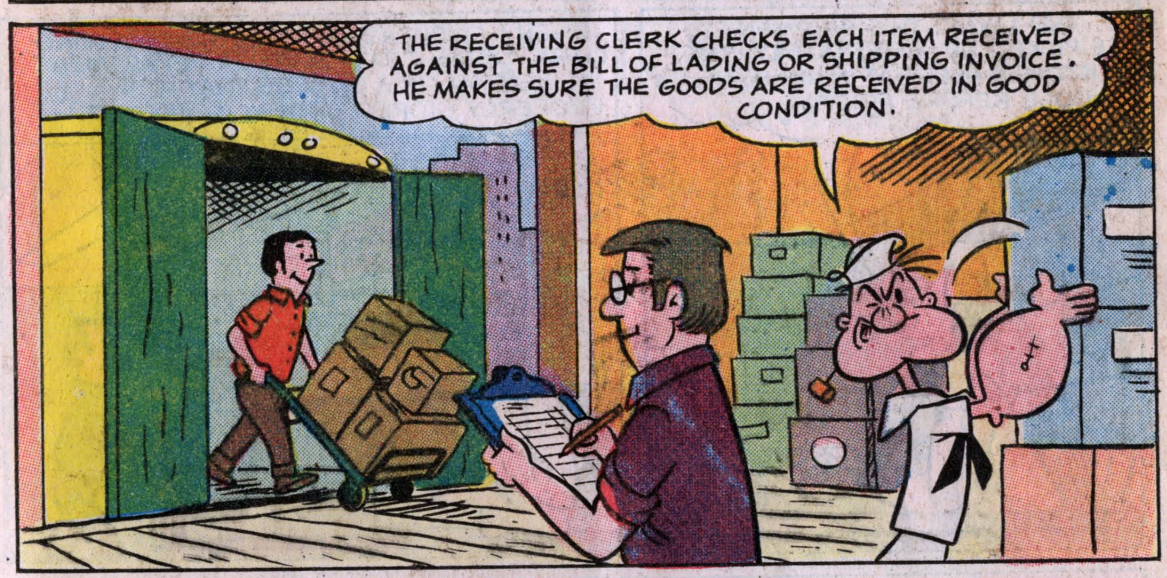
THE SHIPPING CLERK MAKES SURE THE PROPER GOODS ARE LOADED. HE SEES THAT FRAGILE THINGS ARE SECURE AND HE KNOWS THE COST AND TIME NEEDED FOR THE DELIVERY.



THERE MAY BE A HEAD SHIPPING CLERK WHO CHECKS ON THE OUTGOING SHIPMENTS. OR A SHIPPING CLERK MAY WORK DIRECTLY UNDER A WAREHOUSE MANAGER.

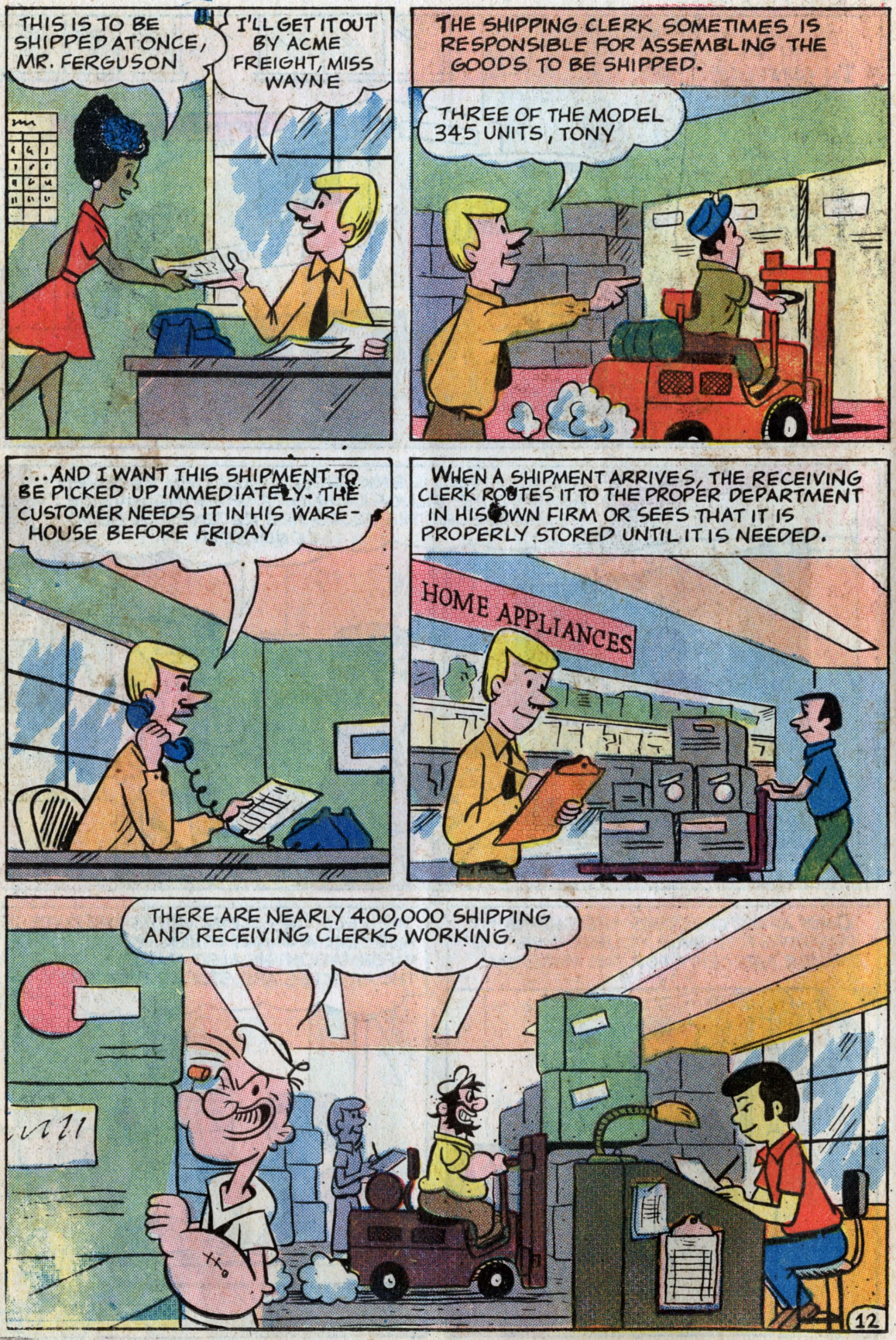



IN SMALLER COMPANIES, THE SAME MAN MAY TAKE CARE OF BOTH SHIPPING AND RECEIVING.
SHIPPING & RECEIVING
TRUCKING


THE RECEIVING CLERK CHECKS EACH ITEM RECEIVED AGAINST THE BILL OF LADING OR SHIPPING INVOICE. HE MAKES SURE THE GOODS ARE RECEIVED IN GOOD CONDITION.

ONLY AFTER CHECKING THE SHIPMENT DOES THE RECEIVING CLERK GIVE THE DRIVER A RECEIPT FOR THE MATERIAL.

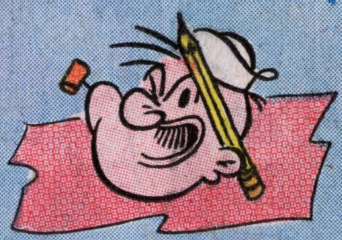
THE RECEIVING CLERK NOTES THE DATE AND TIME AND ANY OTHER IMPORTANT INFORMATION. HE ALSO MAKES SURE THE ARTICLES ARE STORED PROPERLY.
MON.
21


THIS IS TO BE SHIPPED AT ONCE, MR. FERGUSON
I'LL GET IT OUT BY ACME FREIGHT, MISS WAYNE
THE SHIPPING CLERK SOMETIMES IS RESPONSIBLE FOR ASSEMBLING THE GOODS TO BE SHIPPED.
THREE OF THE MODEL 345 UNITS, TONY
...AND I WANT THIS SHIPMENT TO BE PICKED UP IMMEDIATELY. THE CUSTOMER NEEDS IT IN HIS WARE-HOUSE BEFORE FRIDAY
WHEN A SHIPMENT ARRIVES, THE RECEIVING CLERK ROUTES IT TO THE PROPER DEPARTMENT IN HIS OWN FIRM OR SEES THAT IT IS PROPERLY STORED UNTIL IT IS NEEDED.
HOME APPLIANCES
THERE ARE NEARLY 400,000 SHIPPING AND RECEIVING CLERKS WORKING.

THE SHIPPING CLERK WORKS CLOSELY WITH THE STOCK CLERK OR STOCK CONTROL CLERK.
THE STOCK CLERK KEEPS RECORDS OF STOCK ON HAND, ORDERS TO BE FILLED, AND ALL OTHER IMPORTANT INFORMATION ABOUT THE MERCHANDISE HE IS RESPONSIBLE FOR.
SHIPPING CLERK TRAINEES AND STOCK CLERK TRAINEES USUALLY PERFORM ROUTINE JOBS WHEN THEY BEGIN WORK.
SHIPPING AND RECEIVING CLERKS AND STOCK CLERKS USUALLY WORK REGULAR HOURS AND THE WORK IS NOT VERY STRENUOUS.
ALL THE MERCHANDISE IN THIS WAREHOUSE IS INTENDED TO BE SOLD TO THE PUBLIC BUT NO ONE WILL BUY ANY OF IT UNLESS THEY KNOW ABOUT IT AND WANT IT FOR THEMSELVES.

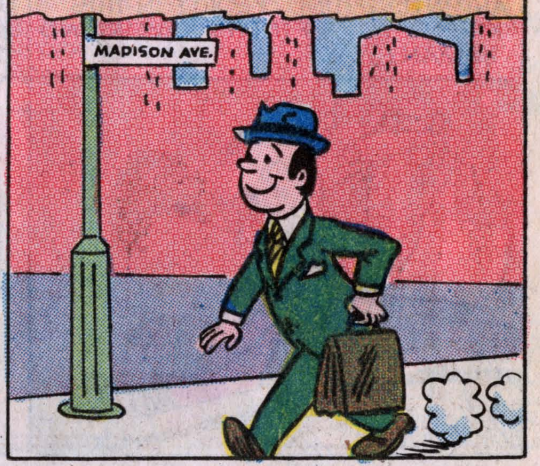
ADVERTISING OFFICE
TELLING THE PUBLIC ABOUT THE MERCHANDISE A STORE HAS TO SELL IS THE JOB OF THE ADVERTISING COPYWRITER.
ADVERTISE!
AN ADVERTISING COPYWRITER CREATES THE HEADLINES, SLOGANS AND TEXT THAT ATTRACT BUYERS. THEY GATHER INFORMATION ABOUT PRODUCTS AND THE PEOPLE WHO MIGHT USE THEM.
SHE WILL WRITE THE COPY IN A SPECIAL WAY TO MAKE THE PRODUCT APPEAL TO THE CUSTOMER SHE IS TRYING TO SELL. DIFFERENT KINDS OF COPY WOULD BE NEEDED FOR NEWSPAPER ADS AND RADIO COMMERCIALS.
A COPYWRITER OFTEN WORKS CLOSELY WITH AN ACCOUNT EXECUTIVE OR UNDER THE SUPERVISION OF A COPY CHIEF.
THE ADVERTISING COPY TELLS CUSTOMERS ABOUT THE MERCHANDISE THAT THE STORE IS OFFERING FOR SALE.
Look Glamorous in a Wig
from STACY'S

COPYWRITERS ARE EMPLOYED IN ADVERTISING AGENCIES OR PERHAPS IN THE ADVERTISING DEPARTMENTS OF LARGE STORES. ADVERTISING MANAGERS USUALLY DIRECT THE COMPANY'S ADVERTISING PROGRAM.

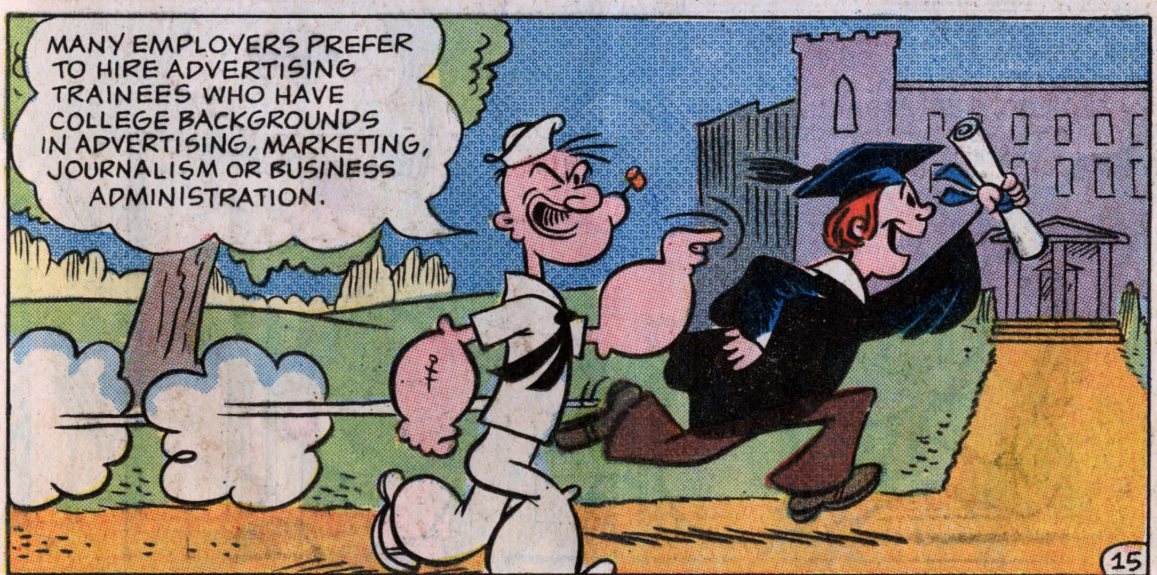


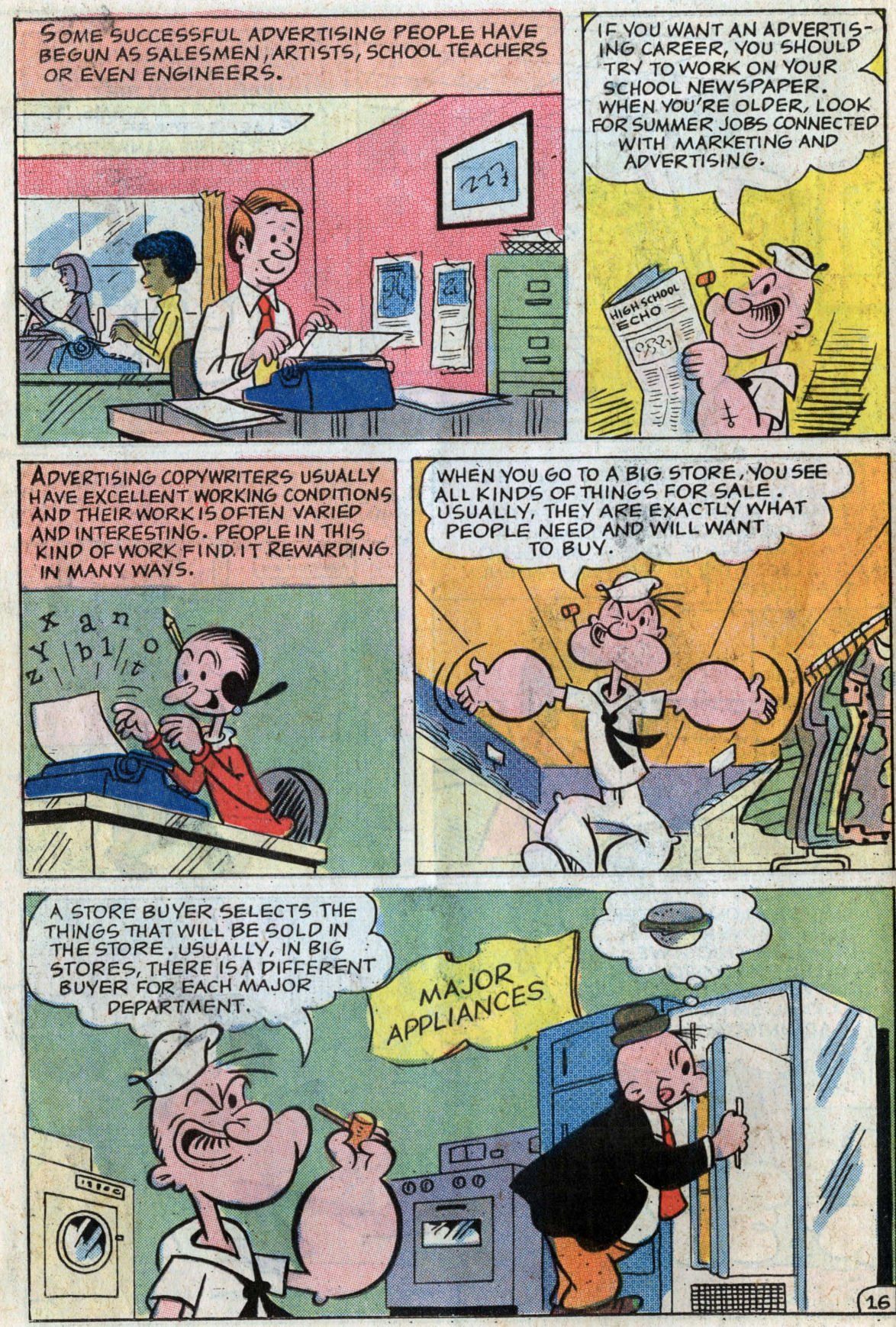
THE ADVERTISING MANAGER DECIDES POLICY QUESTIONS. HE HAS COPY PREPARED FOR NEWSPAPER ADVERTISEMENTS OR RADIO COMMERCIALS. IF THE ADVERTISING IS DONE BY AN AGENCY, HE SELECTS THE ADVERTISING AGENCY TO BE USED.

ABOUT 150,000 MEN AND WOMEN ARE EMPLOYED IN THIS EXCITING AND INTERESTING FIELD.

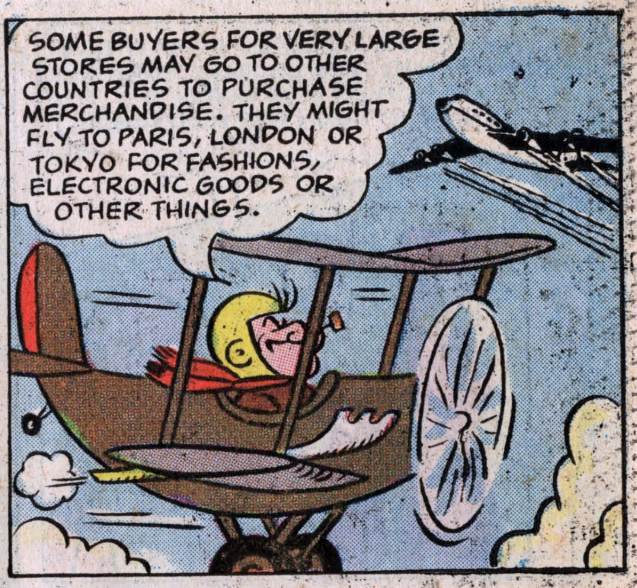


MANY EMPLOYERS PREFER TO HIRE ADVERTISING TRAINEES WHO HAVE COLLEGE BACKGROUNDS IN ADVERTISING, MARKETING, JOURNALISM OR BUSINESS ADMINISTRATION.



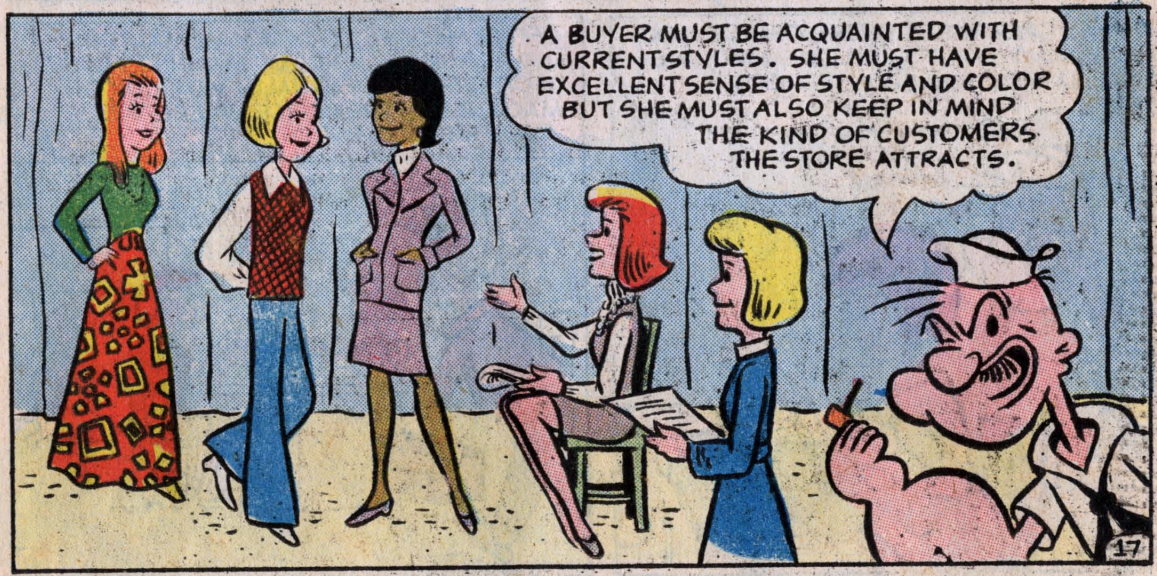

SOME SUCCESSFUL ADVERTISING PEOPLE HAVE BEGUN AS SALESMEN, ARTISTS, SCHOOL TEACHERS OR EVEN ENGINEERS.
IF YOU WANT AN ADVERTISING CAREER, YOU SHOULD TRY TO WORK ON YOUR SCHOOL NEWSPAPER. WHEN YOU'RE OLDER, LOOK FOR SUMMER JOBS CONNECTED WITH MARKETING AND ADVERTISING.
HIGH SCHOOL ECHO
ADVERTISING COPYWRITERS USUALLY HAVE EXCELLENT WORKING CONDITIONS AND THEIR WORK IS OFTEN VARIED AND INTERESTING. PEOPLE IN THIS KIND OF WORK FIND IT REWARDING IN MANY WAYS.
WHEN YOU GO TO A BIG STORE, YOU SEE ALL KINDS OF THINGS FOR SALE. USUALLY, THEY ARE EXACTLY WHAT PEOPLE NEED AND WILL WANT TO BUY.
A STORE BUYER SELECTS THE THINGS THAT WILL BE SOLD IN THE STORE. USUALLY, IN BIG STORES, THERE IS A DIFFERENT BUYER FOR EACH MAJOR DEPARTMENT.
MAJOR APPLIANCES
16

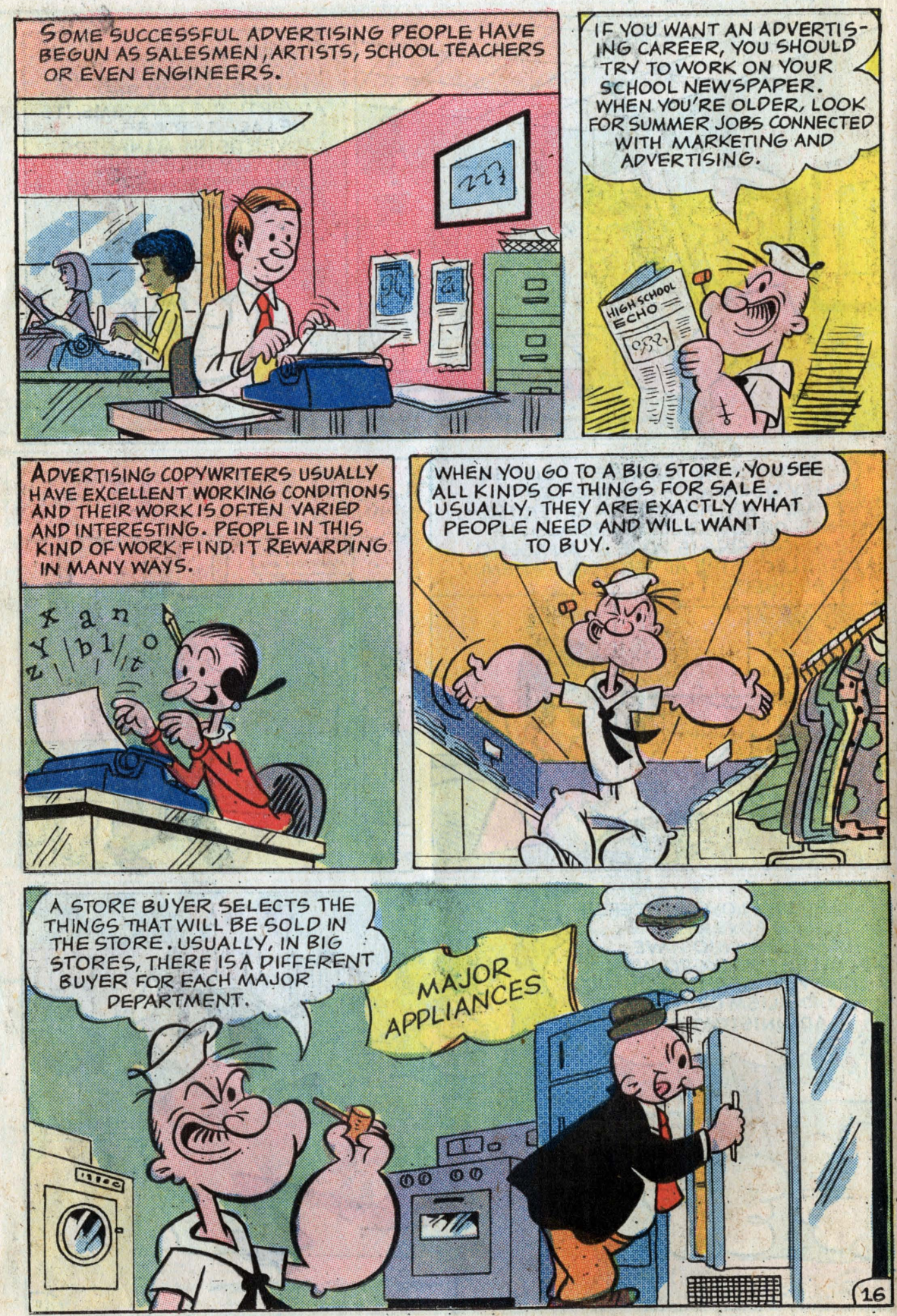
THE BUYER SELECTS AND ORDERS MERCHANDISE FROM MANUFACTURERS. HE TRIES TO STOCK THINGS HIS CUSTOMERS WILL WANT TO BUY.


SOME BUYERS FOR VERY LARGE STORES MAY GO TO OTHER COUNTRIES TO PURCHASE MERCHANDISE. THEY MIGHT FLY TO PARIS, LONDON OR TOKYO FOR FASHIONS, ELECTRONIC GOODS OR OTHER THINGS.

THE BUYER MUST AUTHORIZE PAYMENT FOR GOODS RECEIVED OR RETURN THEM TO THE SHIPPER.

GOOD BUYERS ARE NECESSARY FOR THE SUCCESSFUL OPERATION OF LARGE STORES AND HAVE USUALLY HAD SOME COLLEGE TRAINING. SPECIAL KNOWLEDGE OF THINGS SUCH AS FURS, CLOTHING OR OTHER MERCHANDISE IS USUALLY LEARNED FROM ON-THE-JOB TRAINING.


A BUYER MUST BE ACQUAINTED WITH CURRENT STYLES. SHE MUST HAVE EXCELLENT SENSE OF STYLE AND COLOR BUT SHE MUST ALSO KEEP IN MIND THE KIND OF CUSTOMERS THE STORE ATTRACTS.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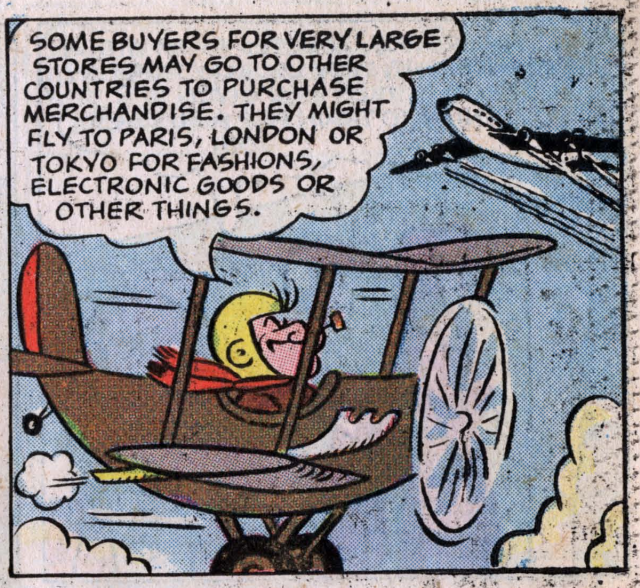
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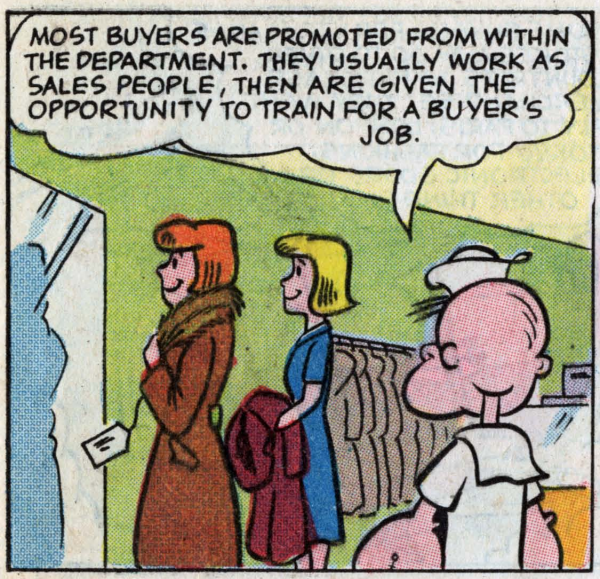
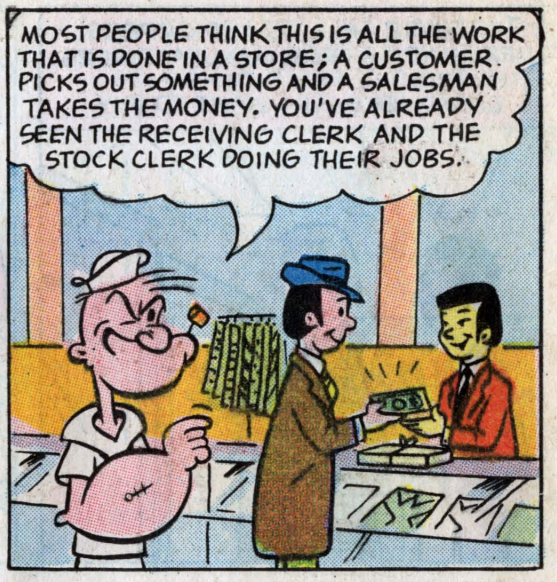
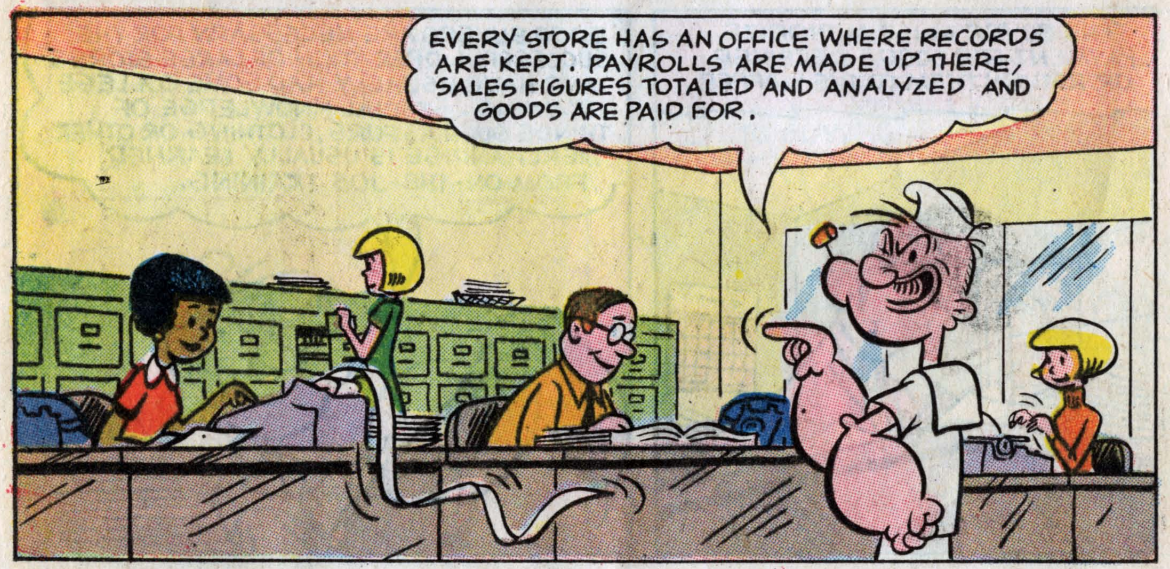
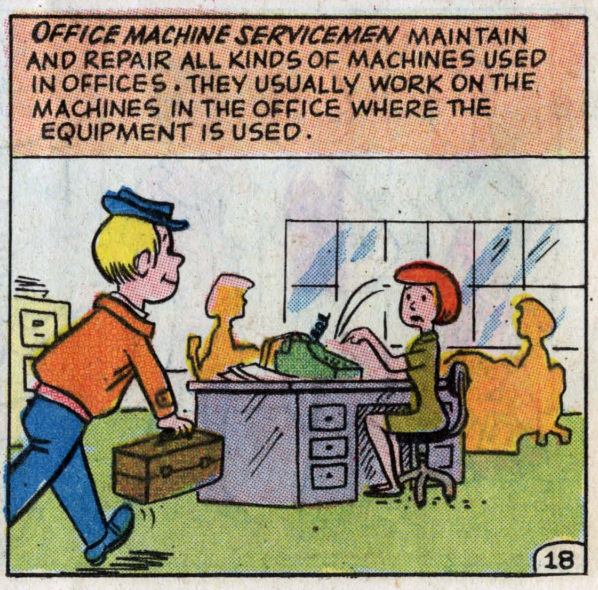

MOST BUYERS ARE PROMOTED FROM WITHIN THE DEPARTMENT. THEY USUALLY WORK AS SALES PEOPLE, THEN ARE GIVEN THE OPPORTUNITY TO TRAIN FOR A BUYER'S JOB.

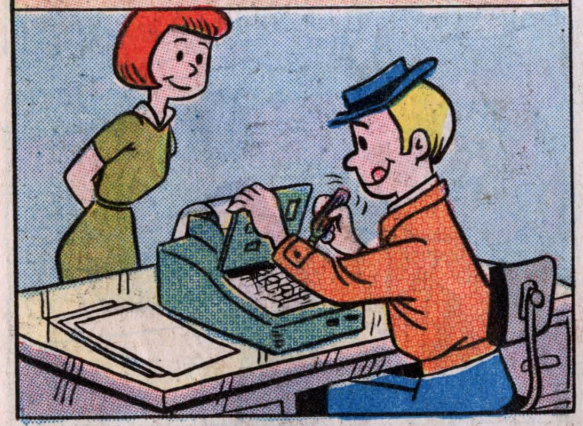

MOST PEOPLE THINK THIS IS ALL THE WORK THAT IS DONE IN A STORE; A CUSTOMER PICKS OUT SOMETHING AND A SALESMAN TAKES THE MONEY. YOU'VE ALREADY SEEN THE RECEIVING CLERK AND THE STOCK CLERK DOING THEIR JOBS.


EVERY STORE HAS AN OFFICE WHERE RECORDS ARE KEPT. PAYROLLS ARE MADE UP THERE, SALES FIGURES TOTALED AND ANALYZED AND GOODS ARE PAID FOR.

IN A DEPARTMENT STORE OFFICE, YOU WILL FIND TYPISTS, BILLING MACHINE OPERATORS AND BOOKKEEPERS.

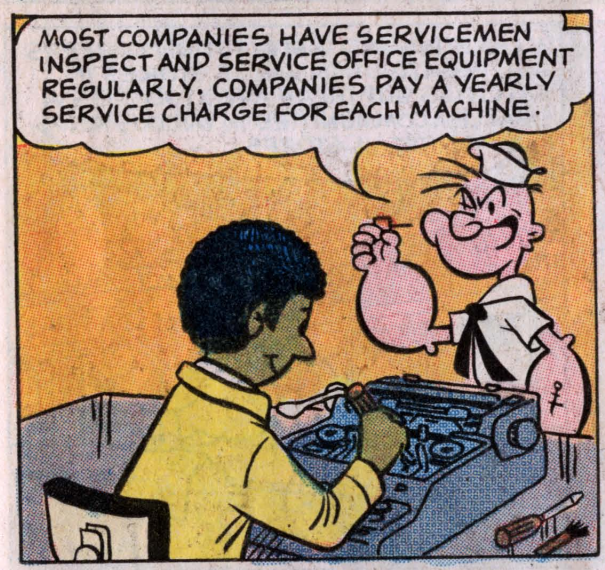

OFFICE MACHINE SERVICEMEN MAINTAIN AND REPAIR ALL KINDS OF MACHINES USED IN OFFICES. THEY USUALLY WORK ON THE MACHINES IN THE OFFICE WHERE THE EQUIPMENT IS USED.

SERVICEMEN ARE FREQUENTLY CALLED TO AN OFFICE TO REPAIR OR CHECK A MACHINE THAT DOES NOT WORK PROPERLY. ON THESE CALLS THEY USUALLY QUESTION THE OPERATOR ABOUT THE EQUIPMENT.



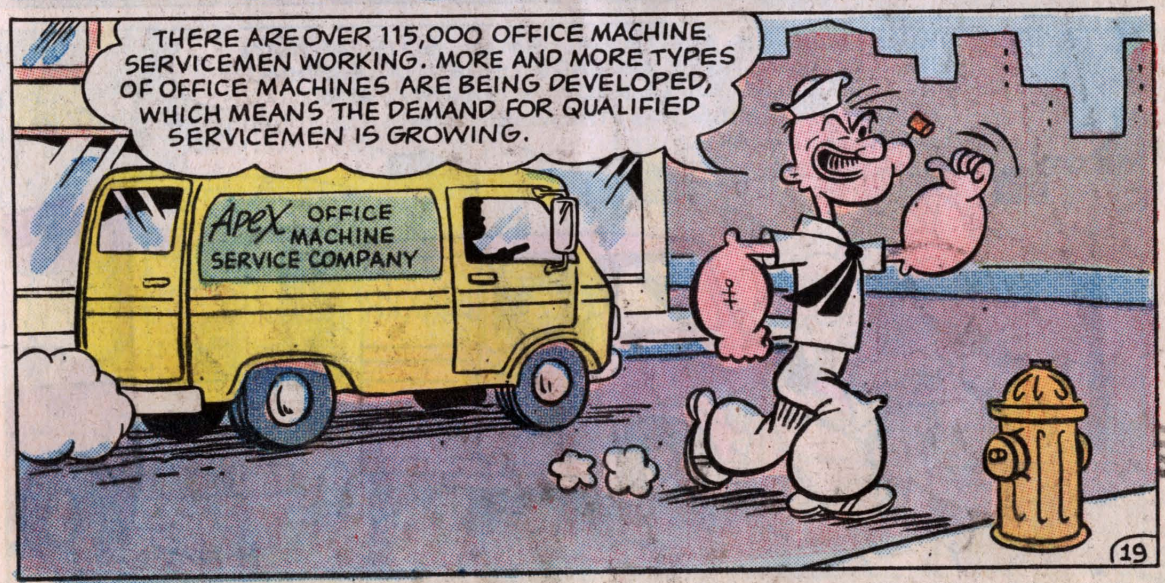
AFTER REPAIRING THE EQUIPMENT, THE OFFICE MACHINE SERVICEMAN MAY HAVE TO EXPLAIN TO THE OPERATOR HOW TO BEST USE IT AND HOW TO AVOID FUTURE BREAKDOWNS.

MOST COMPANIES HAVE SERVICEMEN INSPECT AND SERVICE OFFICE EQUIPMENT REGULARLY. COMPANIES PAY A YEARLY SERVICE CHARGE FOR EACH MACHINE.



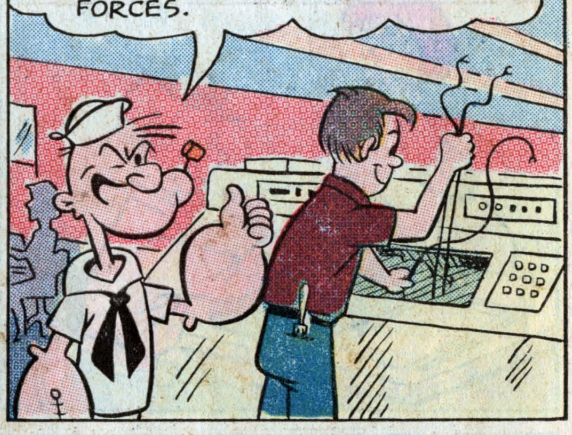
SERVICEMEN OFTEN SELL PREVENTIVE MAINTENANCE CONTRACTS, SPECIAL PAPER, RIBBONS AND OTHER SUPPLIES FOR THE MACHINES THEY SERVICE.

THERE ARE OVER 115,000 OFFICE MACHINE SERVICEMEN WORKING. MORE AND MORE TYPES OF OFFICE MACHINES ARE BEING DEVELOPED, WHICH MEANS THE DEMAND FOR QUALIFIED SERVICEMEN IS GROWING.

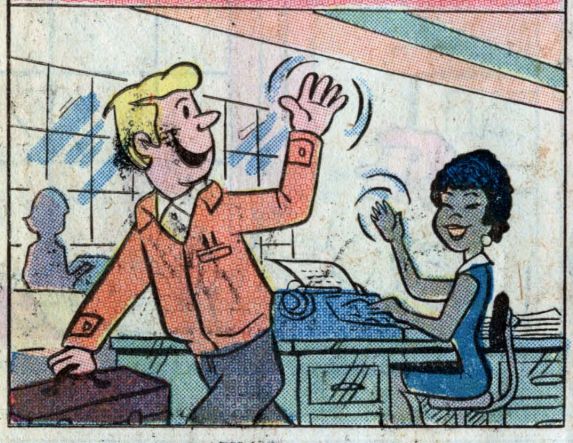


SERVICING OFFICE MACHINES IS INTERESTING. THE WORK IS VARIED. MAINTAINING AND REPAIRING THIS EQUIPMENT IS CLEANER, LIGHTER WORK THAN MOST MECHANICAL TRADES.

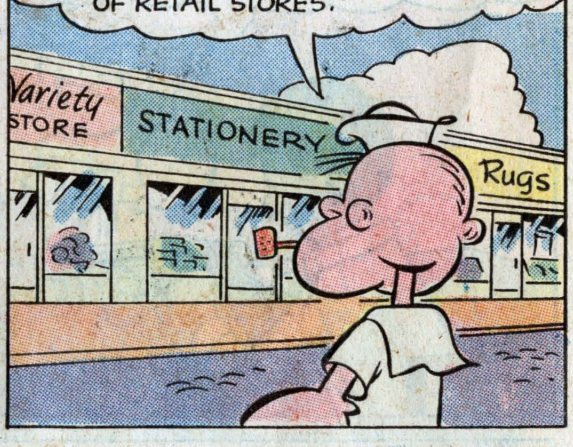
OFFICE MACHINE SERVICEMEN ENJOY THEIR WORK. MANY OF THEM RECEIVED ELECTRONICS TRAINING IN VOCATIONAL OR TRADE SCHOOLS. OTHERS MAY HAVE ACQUIRED THEIR SKILLS IN THE ARMED FORCES.



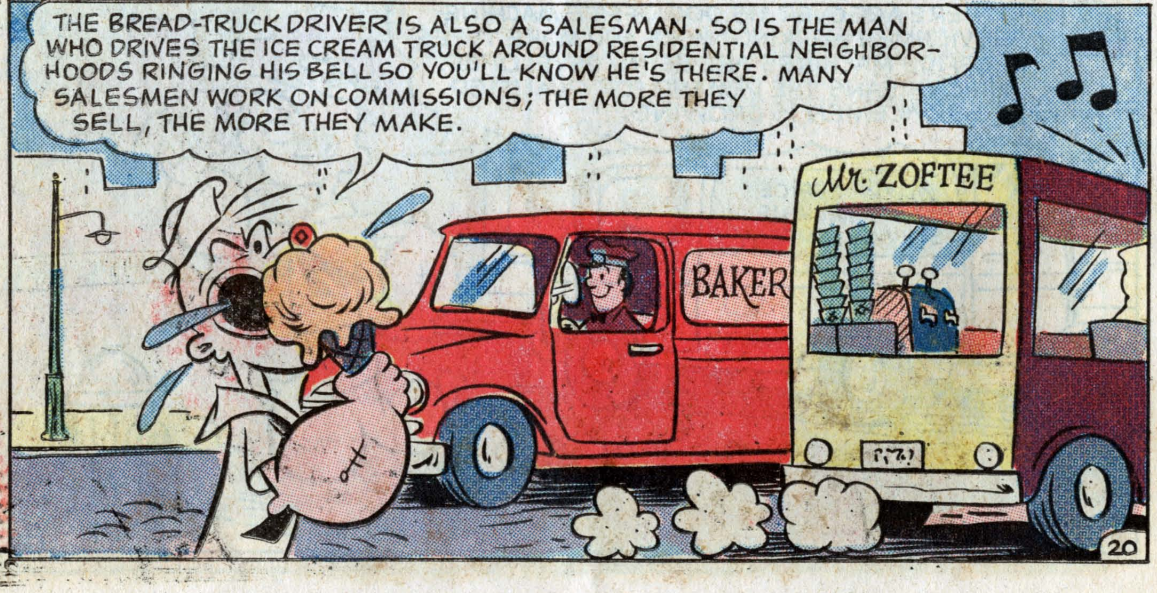
MOST SERVICEMEN RECEIVE ON-THE-JOB TRAINING AT LOWER SALARIES. AS THEY BECOME SKILLED IN THEIR WORK THEIR PAY IS INCREASED.

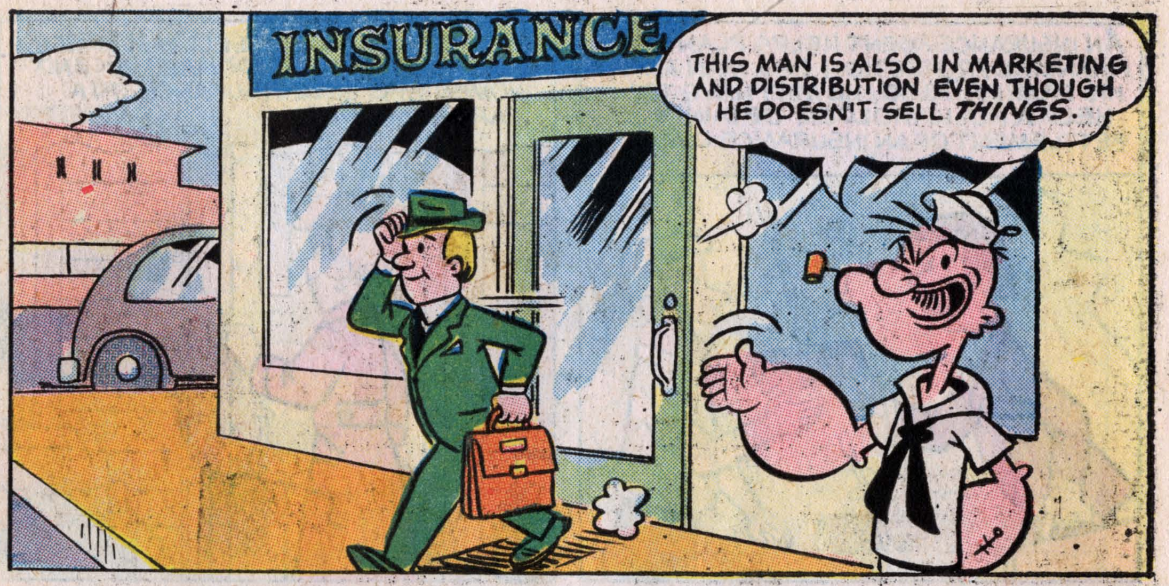


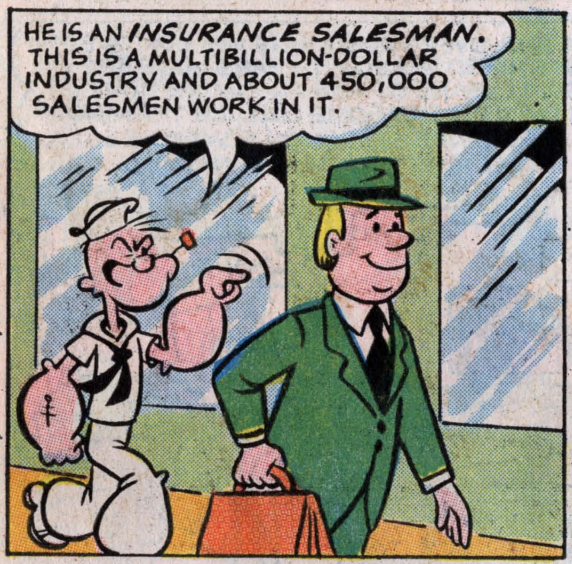
MARKETING AND DISTRIBUTION CAREERS ARE PLENTIFUL IN LARGE STORES IN BIG CITIES BUT THERE ARE ALSO JOBS IN SMALLER COMMUNITIES IN VARIOUS KINDS OF RETAIL STORES.

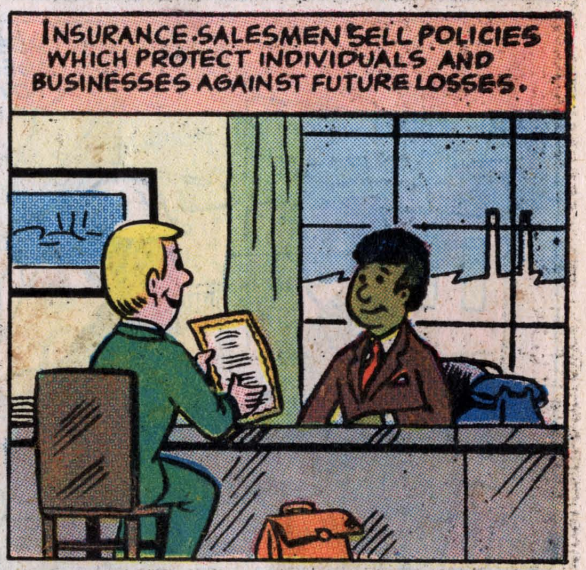


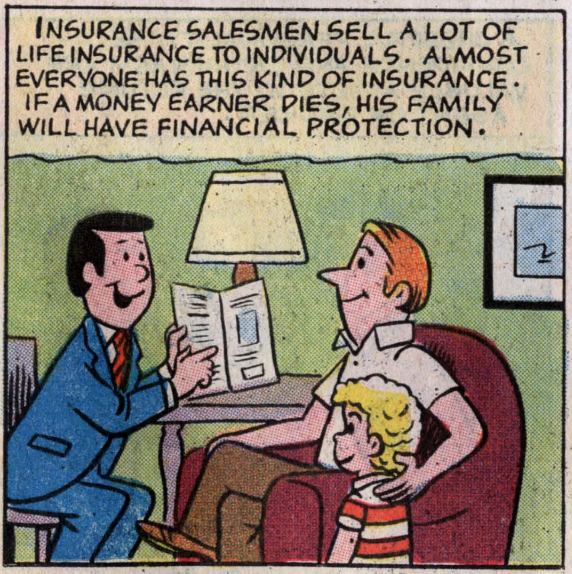
THE BREAD-TRUCK DRIVER IS ALSO A SALESMAN. SO IS THE MAN WHO DRIVES THE ICE CREAM TRUCK AROUND RESIDENTIAL NEIGHBORHOODS RINGING HIS BELL SO YOU'LL KNOW HE'S THERE. MANY SALESMEN WORK ON COMMISSIONS; THE MORE THEY SELL, THE MORE THEY MAKE.

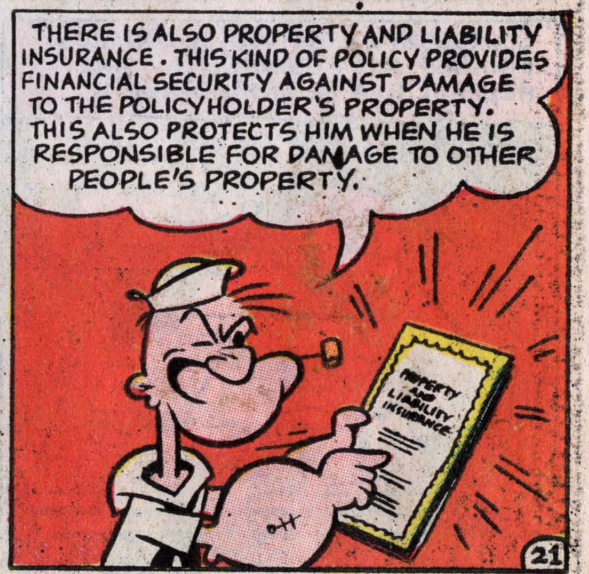



INSURANCE
THIS MAN IS ALSO IN MARKETING AND DISTRIBUTION EVEN THOUGH HE DOESN'T SELL *THINGS*.

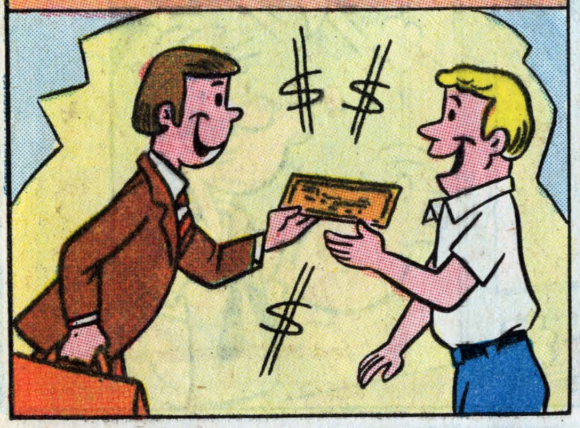

HE IS AN *INSURANCE SALESMAN*. THIS IS A MULTIBILLION-DOLLAR INDUSTRY AND ABOUT 450,000 SALESMEN WORK IN IT.


INSURANCE SALESMEN SELL POLICIES WHICH PROTECT INDIVIDUALS AND BUSINESSES AGAINST FUTURE LOSSES.

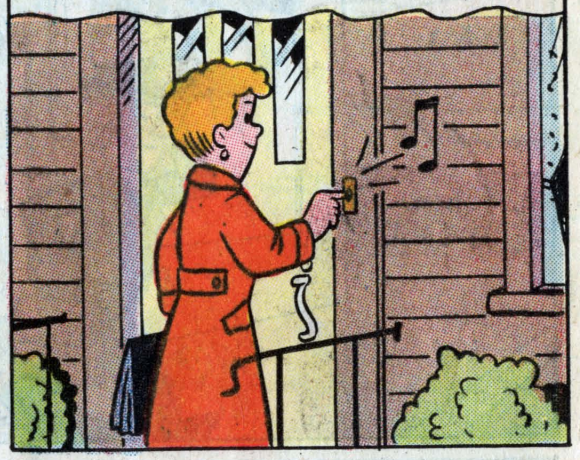

INSURANCE SALESMEN SELL A LOT OF LIFE INSURANCE TO INDIVIDUALS. ALMOST EVERYONE HAS THIS KIND OF INSURANCE. IF A MONEY EARNER DIES, HIS FAMILY WILL HAVE FINANCIAL PROTECTION.


THERE IS ALSO PROPERTY AND LIABILITY INSURANCE. THIS KIND OF POLICY PROVIDES FINANCIAL SECURITY AGAINST DAMAGE TO THE POLICYHOLDER'S PROPERTY. THIS ALSO PROTECTS HIM WHEN HE IS RESPONSIBLE FOR DAMAGE TO OTHER PEOPLE'S PROPERTY.
PROPERTY AND LIABILITY INSURANCE

AN INSURANCE AGENT HELPS PLAN THE FINANCIAL PROTECTION OF A MAN AND HIS FAMILY. ALSO, HE MAY HAVE TO HELP A POLICYHOLDER OBTAIN SETTLEMENT OF AN INSURANCE CLAIM.

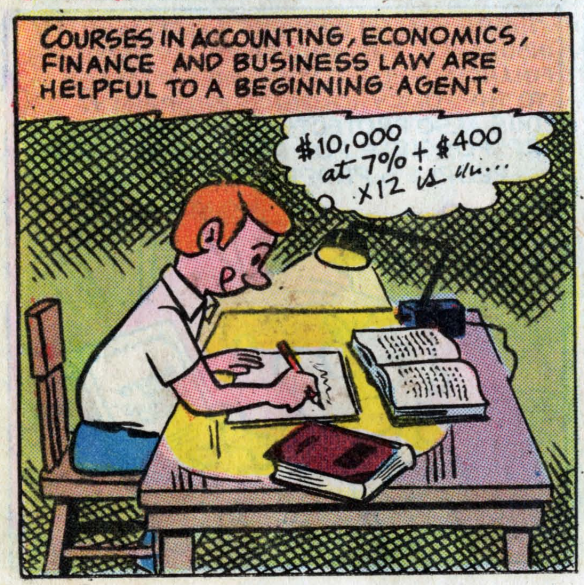


BOTH MEN AND WOMEN SELL INSURANCE. THERE ARE MANY ADDITIONAL MEN AND WOMEN WHO SELL INSURANCE ON A PART-TIME BASIS.

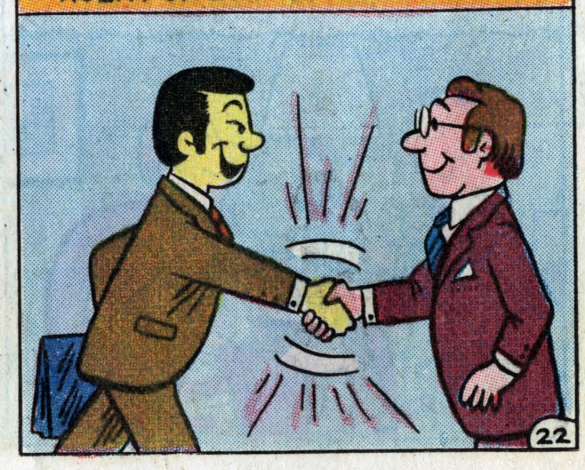


MOST EMPLOYERS DON'T HAVE AGE LIMITS BUT AGENTS HIRED IN RECENT YEARS HAVE BEEN OVER 21 YEARS OF AGE AND MORE THAN HALF HAVE HAD SOME COLLEGE TRAINING. INSURANCE SALESMEN SOMETIMES MUST PASS STATE EXAMINATIONS.

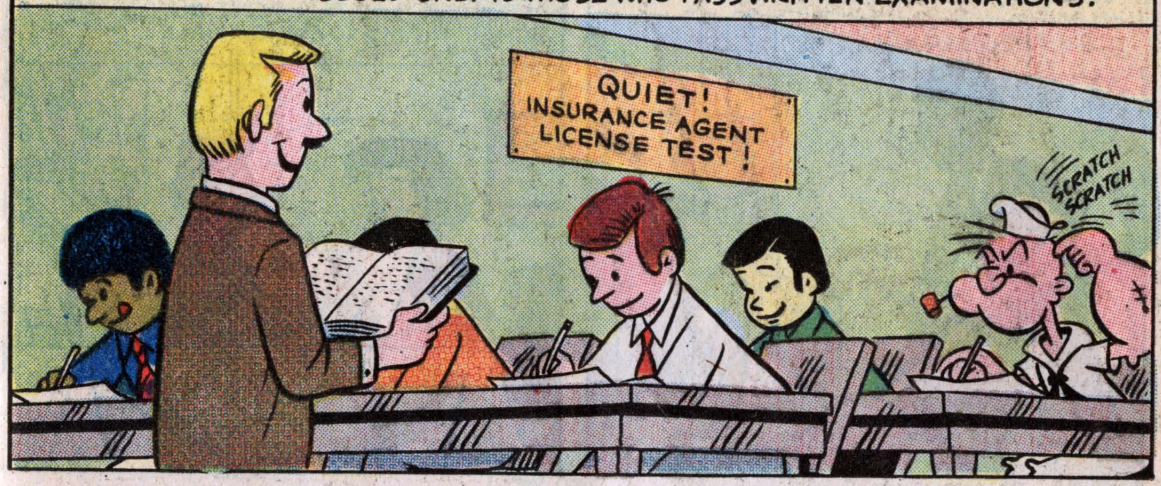
COURSES IN ACCOUNTING, ECONOMICS, FINANCE AND BUSINESS LAW ARE HELPFUL TO A BEGINNING AGENT.



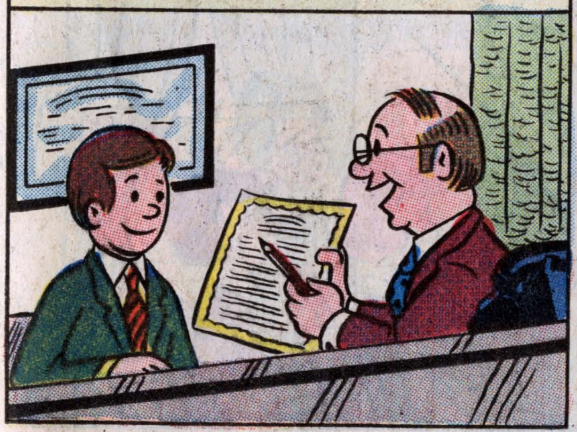
A CHEERFUL PERSONALITY, SELF-CONFIDENCE AND ENTHUSIASM ARE VALUBLE ASSETS TO THE FUTURE AGENT OR BROKER.



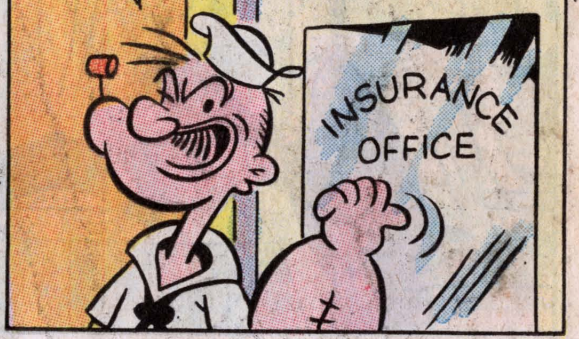
ALL INSURANCE AGENTS AND MOST BROKERS MUST OBTAIN LICENSES IN THE STATE WHERE THEY WORK. IN MOST STATES, LICENSES ARE ISSUED ONLY TO THOSE WHO PASS WRITTEN EXAMINATIONS.



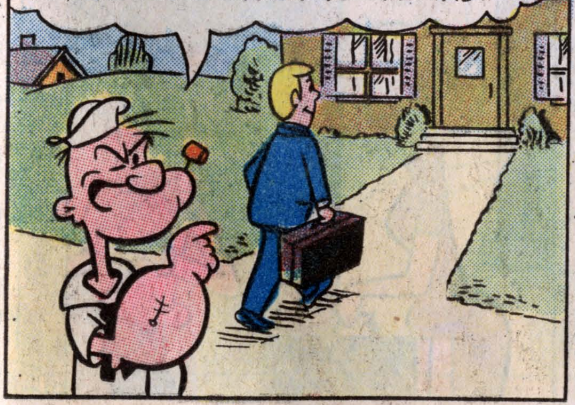
BEFORE NEW AGENTS ARE PERMITTED TO SELL, THEY RECEIVE TRAINING AT THE HOME OFFICE OR AT AN AGENCY OFFICE.



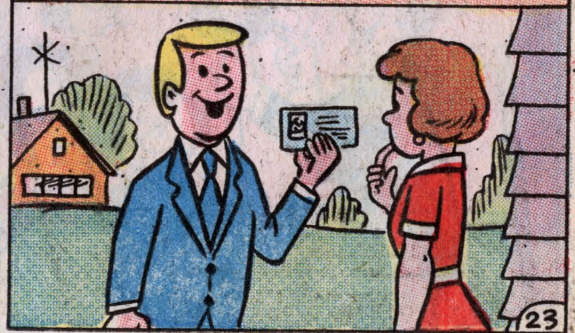
THERE ARE ABOUT 16,000 JOB OPENINGS A YEAR IN THE INSURANCE-AGENT FIELD. FOR PEOPLE WHO ENJOY THIS CHALLENGING FIELD, IT OFFERS A HIGHLY REWARDING CAREER.



THIS GENTLEMAN IS A *HOUSE-TO-HOUSE SALESMAN*. HE WORKS FOR A COMPANY WHICH DOES NOT HAVE STORES OR SALES PEOPLE WORKING IN SALES-ROOMS. HE MAY BE SELLING COSMETICS, POTS AND PANS OR ENCYCLOPEDIAS.



A GOOD HOUSE-TO-HOUSE SALESMAN MUST HAVE THE APPEARANCE TO BE ACCEPTED INTO A HOME. HE MUST IDENTIFY HIMSELF WITH A LEGITIMATE COMPANY AT ONCE. VERY OFTEN, THE PRODUCT HE IS SELLING IS ONE THAT IS NEEDED IN MOST HOMES AND THESE SALES PEOPLE ARE OFTEN SUCCESSFUL.

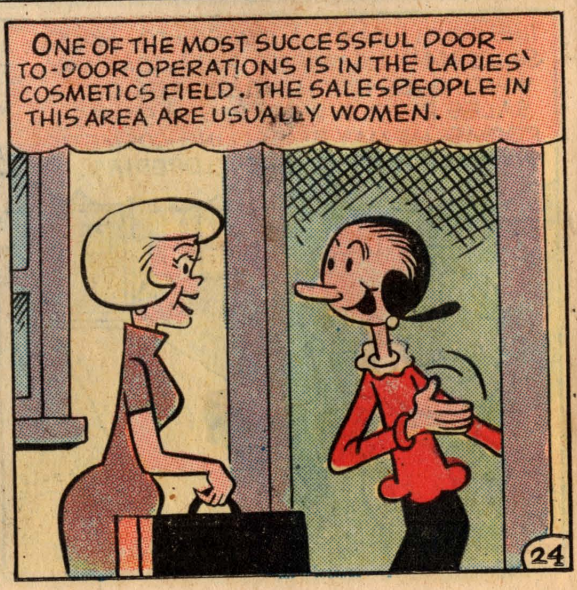


IF THE PRODUCT BEING OFFERED FOR SALE IS A GOOD ONE PEOPLE ARE WILLING TO BUY IT.

MANY SALESMEN INVOLVED IN THIS KIND OF WORK KNOW THEIR PRODUCT WELL AND PERSUADE THE CUSTOMER TO BUY. THEY OFTEN OFFER INSTALLMENT BUYING OR OTHER TERMS TO MAKE A SALE.

VERY OFTEN, EXPENSIVE GOODS ARE OFFERED. CONSUMERS ARE OFTEN WILLING TO PAY MORE FOR EXCELLENT QUALITY THINGS. HERE, A COOKWARE SALESMAN HAS ARRANGED A SORT OF *PARTY* TO DISPLAY HIS WARES TO THE GROUP.

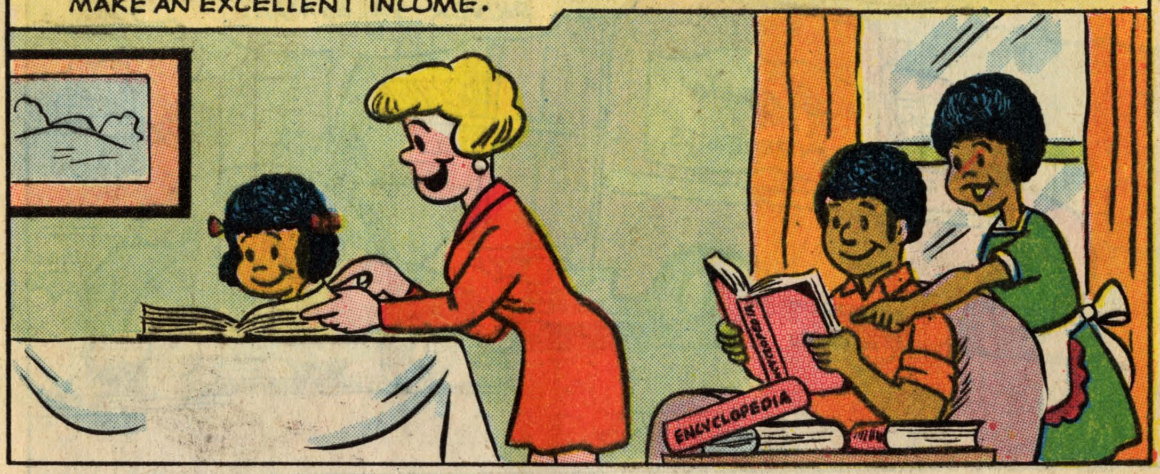
A FAMOUS LINE OF BRUSHES AND HOUSE-HOLD ITEMS WAS SOLD VERY SUCCESSFULLY IN THIS MANNER.


ONE OF THE MOST SUCCESSFUL DOOR-TO-DOOR OPERATIONS IS IN THE LADIES' COSMETICS FIELD. THE SALESPEOPLE IN THIS AREA ARE USUALLY WOMEN.

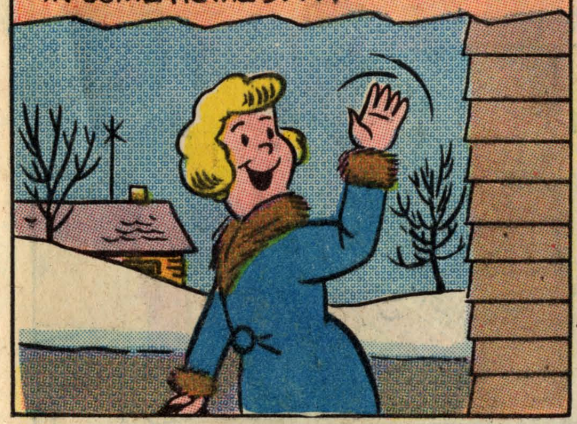
NOTHING IN THIS LADY'S STOCK OF COSMETICS CAN HELP OLIVE OYL LOOK GLAMOROUS!
HOUSE-TO-HOUSE SALESMEN ARE USUALLY EXPERT IN THE USE OF THE PRODUCTS THEY SELL. THEY CAN ADVISE A CUSTOMER HOW BEST TO USE THE GOODS THEY CARRY.
Beauty CREAM
SOME PEOPLE ARE MORE DIFFICULT TO HELP THAN OTHERS, HOWEVER.
Beauty CREAM
I CAN'T WAIT TO SEE HOW BEAUTIFUL I'LL BE WHEN I WIPE IT ALL OFF!
I CAN'T WAIT EITHER! ARF ARF!
MAYBE IT WILL WORK ON YOU, POPEYE!
SPLAAT

NOT ALL HOUSE-TO-HOUSE SALESMEN ARE GROWN-UPS.
COOKIES
SOMETIMES THE DOOR-TO-DOOR SALESMEN ARE LITTLE GIRLS SELLING VERY DELICIOUS COOKIES.
COOKIES
FOR YEARS, COLLEGE STUDENTS HAVE BEEN EARNING MONEY TO HELP PAY THEIR TUITION AND LIVING EXPENSES BY SELLING MAGAZINES.
BESIDES BEING A SOURCE OF INCOME, HOUSE-TO-HOUSE SELLING IS EXCELLENT TRAINING FOR A GREAT MANY CAREERS.
MAGAZINE
HOUSE-TO-HOUSE SALESMEN WRITE ORDERS, ACCEPT MONEY, AND OFTEN DELIVER GOODS SUCH AS FLATWARE, COOKWARE OR BRUSHES.

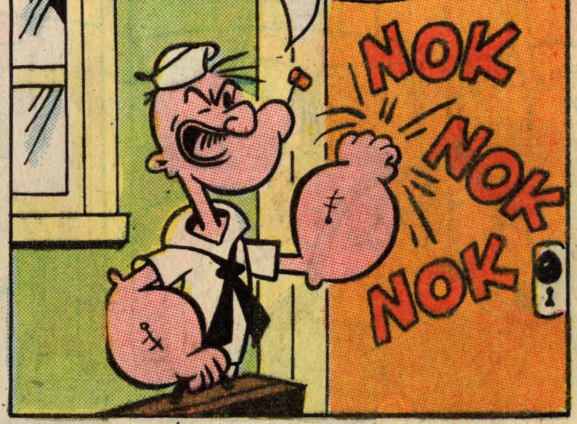
COMPANIES RECRUITING HOUSE-TO-HOUSE SALESPEOPLE TRY TO FIND ARTICULATE, INTELLIGENT PERSONS IN THIS HIGHLY COMPETITIVE FIELD. A SALESMAN MAY EARN EXCELLENT COMMISSIONS AND, IF HE IS ENEGETIC, MAKE AN EXCELLENT INCOME.

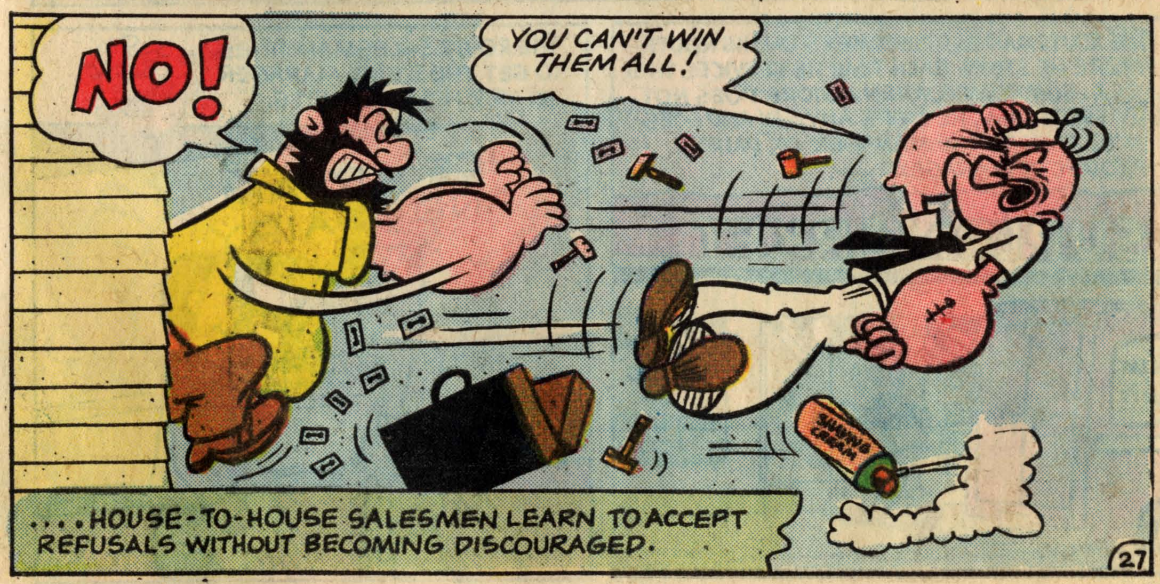


THE WORK IS OFTEN PLEASANT AND PERSONALLY REWARDING. HOWEVER, A HOUSE-TO-HOUSE SALESMAN MUST BE PREPARED FOR A NEGATIVE RESPONSE IN SOME HOMES....

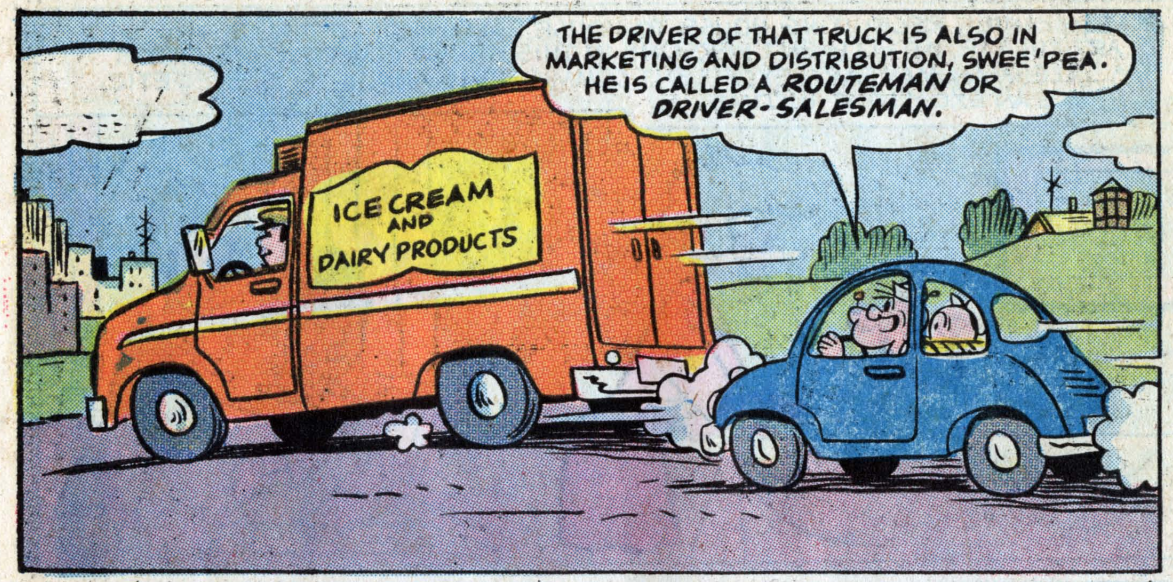


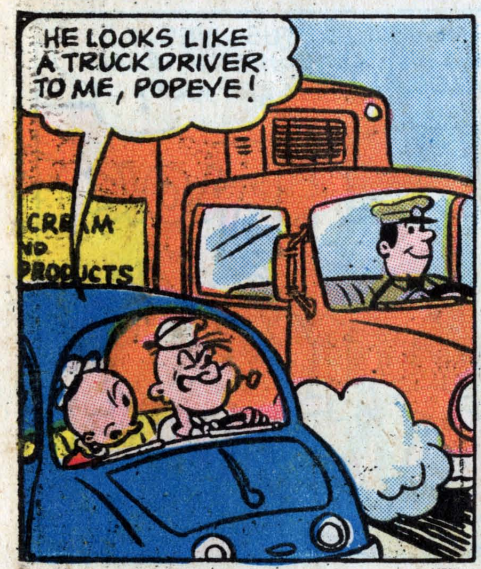
THIS IS WHERE BRUTUS LIVES. I WILL SELL HIM SOME SHAVING CREAM AND RAZOR BLADES. ARF ARF!

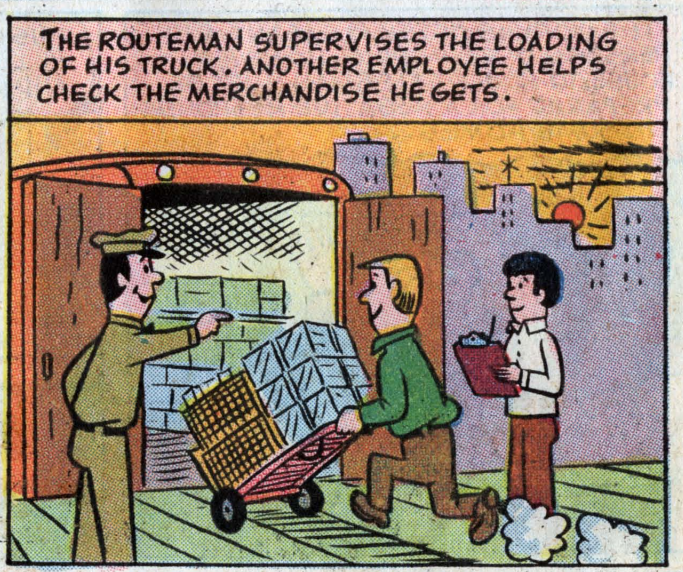


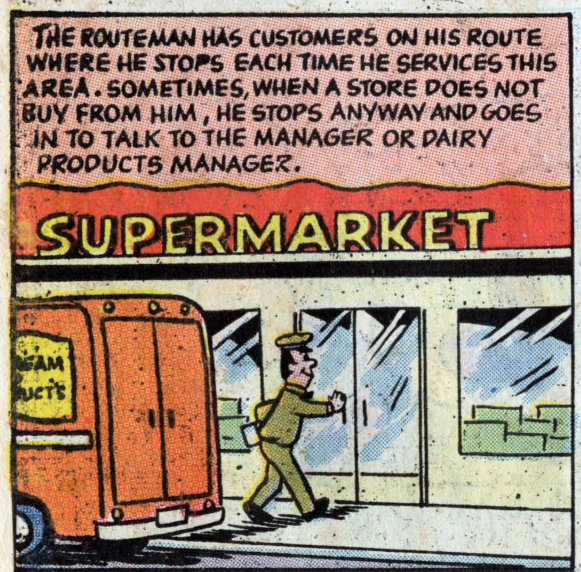


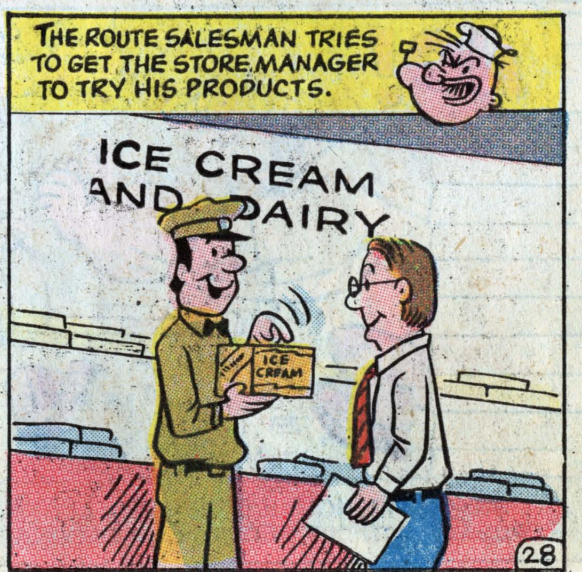
....HOUSE-TO-HOUSE SALESMEN LEARN TO ACCEPT REFUSALS WITHOUT BECOMING DISCOURAGED.


THE DRIVER OF THAT TRUCK IS ALSO IN MARKETING AND DISTRIBUTION, SWEE'PEA. HE IS CALLED A ROUTEMAN OR DRIVER-SALESMAN.
ICE CREAM AND DAIRY PRODUCTS


HE LOOKS LIKE A TRUCK DRIVER TO ME, POPEYE!


THE ROUTEMAN SUPERVISES THE LOADING OF HIS TRUCK. ANOTHER EMPLOYEE HELPS CHECK THE MERCHANDISE HE GETS.


THE ROUTEMAN HAS CUSTOMERS ON HIS ROUTE WHERE HE STOPS EACH TIME HE SERVICES THIS AREA. SOMETIMES, WHEN A STORE DOES NOT BUY FROM HIM, HE STOPS ANYWAY AND GOES IN TO TALK TO THE MANAGER OR DAIRY PRODUCTS MANAGER.
SUPERMARKET


THE ROUTE SALESMAN TRIES TO GET THE STORE MANAGER TO TRY HIS PRODUCTS.
ICE CREAM AND DAIRY
ICE CREAM

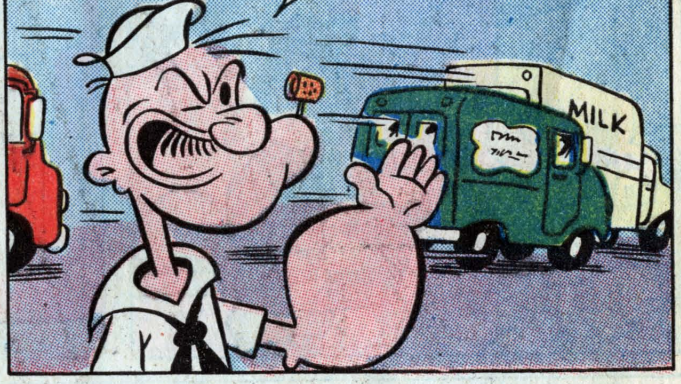
AFTER GETTING THE ORDER, THE ROUTE SALESMAN FILLS IT FROM THE STOCK ON HIS TRUCK AND MAKES THE DELIVERY.
IN SOME CASES, THE ROUTE SALESMAN ARRANGES THE GOODS HIMSELF, MAKING IT AS APPEALING AS POSSIBLE.
HE ACCEPTS PAYMENTS AND KEEPS RECORDS OF EACH TRANSACTION.
OFFICE
THE ROUTE SALESMAN MAY STOP AT FROM 10 TO 50 STORES, DEPENDING ON THE SIZE OF STORES AND THE GOODS EACH STORE ORDERS.
JOE'S GROCERY
ICE CREAM AND DAIRY PRODU
SOME PEOPLE START YOUNG IN LEARNING MARKETING CAREERS.
LEMONADE 5¢

DRY-CLEANER ROUTE SALESMEN LOAD UP AT THE DRY CLEANING PLANT IN THE MORNING. THEY DRIVE TRUCKS EQUIPPED WITH CARRYING RACKS.

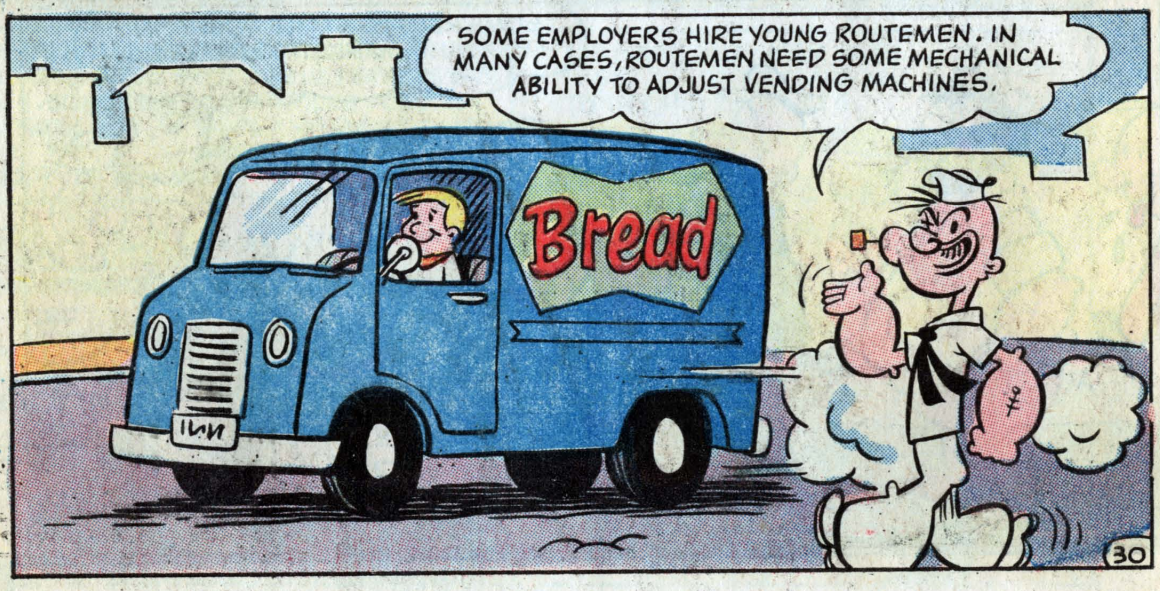
THE DRY-CLEANER ROUTE SALESMAN DELIVERS THE CLEANED CLOTHING TO PRIVATE HOMES OR BUSINESSES...

...AND PICKS UP SOILED CLOTHING AND LAUNDRY. HE MUST MAKE NOTE OF COMPLAINTS AND DEAL WITH HIS CUSTOMERS PATIENTLY AND WITH GOOD HUMOR.

THERE ARE OVER 235,000 ROUTEMEN WORKING FOR A VAST VARIETY OF BUSINESSES. THE WORK IS VARIED, SOME FIND IT INTERESTING, AND IT IS REWARDING IN MANY WAYS.



SOME EMPLOYERS HIRE YOUNG ROUTEMEN. IN MANY CASES, ROUTEMEN NEED SOME MECHANICAL ABILITY TO ADJUST VENDING MACHINES.



MANY JOBS IN MARKETING AND DISTRIBUTION SUCH AS SECRETARIES, CASHIERS AND SALES CLERKS, CAN BE ACQUIRED WITH A HIGH SCHOOL DIPLOMA.
EMPLOYEES ENTRANCE
OTHER JOBS CAN BE HANDLED WITHOUT A HIGH SCHOOL DIPLOMA.
TO BECOME A STORE EXECUTIVE, AN ACCOUNTANT OR AN ADVERTISING SPECIALIST, A COLLEGE EDUCATION IS DESIRABLE.
SALES
MARKETING AND DISTRIBUTION WORKERS CAN BE FOUND NEARLY ANYWHERE THERE ARE PEOPLE. SOME WORK WITH THINGS, OTHERS WORK WITH PEOPLE AND A FEW DEAL IN INFORMATION.
THE REWARDS OF A CAREER IN THIS FIELD ARE MANY BOTH IN DOLLARS AND PERSONAL SATISFACTION. SOME JOBS OFFER OPPORTUNITIES TO TRAVEL AND THERE ARE ALWAYS CHANCES FOR ADVANCEMENT.
SALES CLERKS
SALES ENGINEER
COPYWRITER
ROUTEMAN
SALESMAN
DISPLAY
STOCK
BUYER
RECEIVING
THE END

CAN YOU ANSWER THESE?

1. LIST FIVE JOBS IN MARKETING AND DISTRIBUTION YOU THINK YOU MIGHT ENJOY. NEXT TO EACH LIST THE TRAINING YOU WOULD NEED. YOU CAN FIND THE ANSWERS IN THIS BOOK.

JOBS	TRAINING

2. DID YOU FIND ANY JOBS YOU DID NOT KNOW ABOUT? LIST SIX.

3. MARKETING AND DISTRIBUTION JOBS ARE POSSIBLE WITH TRAINING WHICH MIGHT INCLUDE:

CHECK ONE →	YES	NO		YES	NO
HIGH SCHOOL DIPLOMA			COLLEGE DEGREE		
ON-THE-JOB TRAINING			GRADUATE DEGREE		
VOCATIONAL SCHOOL TRAINING			JUNIOR COLLEGE DEGREE		
NO HIGH SCHOOL DIPLOMA					

4. SALES JOBS IN MARKETING AND DISTRIBUTION CALL FOR PEOPLE WHO:

CHECK ONE →	YES	NO		YES	NO
ARE ALERT			ARE FRIENDLY		
CAN COMMUNICATE WELL			ARE DEPENDABLE		
ARE ENERGETIC			ARE COURTEOUS		
ARE SELF-CONFIDENT			KNOW THE PRODUCT		

5. MARKETING AND DISTRIBUTION CAREERS MAY BE FOUND IN:

CHECK ONE →	YES	NO		YES	NO
SHOPPING CENTERS			DRUG STORES		
INDUSTRIES AND FACTORIES			RETAIL SALES		
REAL ESTATE			WHOLESALERS		
CHAIN STORES			ENGINEERING		
SMALL STORES			CHEMISTRY		

6. DO PEOPLE WHO WORK IN MARKETING AND DISTRIBUTION USUALLY WORK DURING THE DAY? (CHECK ONE →) YES ____ NO ____

7. ARE THERE JOBS IN MARKETING AND DISTRIBUTION FOR MEN AND WOMEN, YOUNG AND OLD, WITH A RANGE OF ABILITIES? YES ____ NO ____

8. IS THERE A LARGE NUMBER OF WOMEN WORKING IN SALES? YES ____ NO ____

9. IS FULL TIME AND PART TIME EMPLOYMENT AVAILABLE IN MARKETING AND DISTRIBUTION WORK? YES ____ NO ____

10. IN MARKETING AND DISTRIBUTION SOME PEOPLE WORK WITH THINGS, SOME WITH PEOPLE AND SOME WITH INFORMATION. YES ____ NO ____

11. SOME JOBS IN MARKETING AND DISTRIBUTION REQUIRE VERY LITTLE TRAINING AND SKILL WHILE OTHERS NEED GRADUATE DEGREES. YES ____ NO ____

12. THERE ARE MARKETING AND DISTRIBUTION JOBS NEARLY EVERYWHERE THERE ARE PEOPLE. POPEYE SAID SOME OF THE JOBS OFFERED OPPORTUNITIES FOR TRAVEL. YES ____ NO ____

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HEY, KIDS-

WOULD YOU LIKE TO FIND OUT WHAT NEW KIND OF CEREAL PEOPLE MIGHT LIKE TO EAT, THEN PRODUCE IT AND GET STORES TO SELL IT TO THE PUBLIC ?

THIS IS WHAT MARKETING AND DISTRIBUTION IS ALL ABOUT. LEARNING WHAT KINDS OF PRODUCTS AND SERVICES PEOPLE NEED, THEN MAKING IT AND GETTING IT TO AS MANY PEOPLE AS POSSIBLE.

PRACTICALLY EVERYTHING YOU USE IN YOUR DAILY LIFE, FROM ICE CREAM TO AUTOMOBILES AND EVEN YOUR BOOKS IN SCHOOL, HAS BEEN BROUGHT TO YOU BY PEOPLE WORKING IN MARKETING AND DISTRIBUTION JOBS.

IF YOU ARE OLD ENOUGH AND HAVE A DESIRE TO WORK, THERE ARE MANY INTERESTING CAREERS FOR YOU IN THIS FIELD. YOU MAY WANT TO WORK AS A RETAIL SALES CLERK, AS A TRUCK DRIVER DELIVERING FOOD OR OTHER PRODUCTS OR IN SOME OTHER JOB CONNECTED WITH SALES OR DISTRIBUTION.

ASK YOUR VOCATIONAL OR CAREER GUIDANCE DIRECTOR AT SCHOOL ABOUT THESE AND OTHER MARKETING AND DISTRIBUTION CAREERS. PERHAPS HE WILL ARRANGE TO HAVE YOU TALK TO PEOPLE WHO ACTUALLY WORK IN THIS FIELD.

Your Pal,
Popeye

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